

# LIFE

THE NEW BOSSES OF FORD

BY ROBERT COUGHLAN

BIGTIME BASKETBALL GOES  
SOUTH—IN COLOR



SHELLEY WINTERS  
IN 'THE WOMEN'

20 CENTS

FEBRUARY 28, 1955





QUALITY CRAFTSMANSHIP STYLE

Forstmann  
100% VIRGIN WOOL

Look for this label...it identifies  
the finest wools in the world

FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.





**WHY EXPERIMENT WITH LATE-COMER BRANDS** when, at no extra cost, you can have the extra safety of Tubeless Tires made by the *inventor* of the Tubeless Tire: B. F. Goodrich—First in Tubeless!

B. F. Goodrich makes two types of Tubeless Tires. One is the B. F. Goodrich SAFETYLINER Tubeless, that comes on new cars and costs no more than tire and tube. The other is the famous B. F. Goodrich LIFE-SAVER Tubeless, the tire that switched all America to tubeless.

Both tires have a patented inner liner that changes dangerous bruise blowouts to safe s-s-slowouts. Both hold air at the rim with patented rim-seal ridges. Both defy skids. And both fit your standard wheels. They're also available with whitewalls, nylon cords.

LIFE-SAVER, in addition, is the *puncture-sealing* Tubeless Tire. It has a patented sealant that seals punctures permanently. Yet it costs very little extra.

B. F. Goodrich makes the *only* Tubeless Tires that

have been safety-proved by 60 billion miles of safe service. By over 5 million tires sold. By 7 full years of use and proof.

**GET THIS NEW-CAR FEATURE FOR YOUR PRESENT CAR**

*The B. F. Goodrich Tubeless Tire is the big new-car feature of the 1955 cars that you can put on your present car right now!*

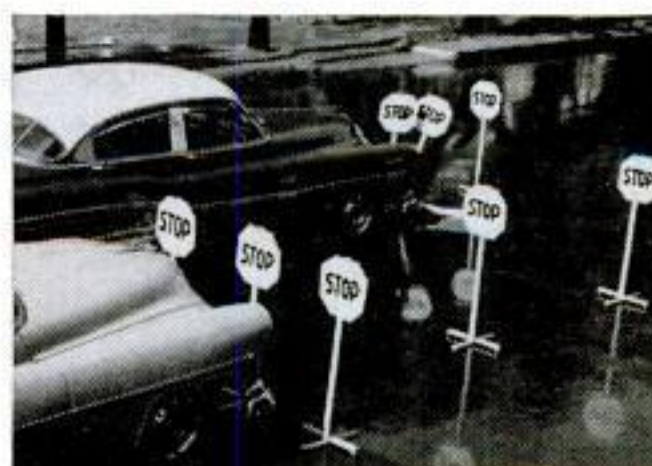
So look for the blue-and-white B. F. Goodrich

sign when you switch to Tubeless—as you will, and soon! Or find your retailer listed in the Yellow Pages under the listing "Tires—B. F. Goodrich". Convenient terms are available.

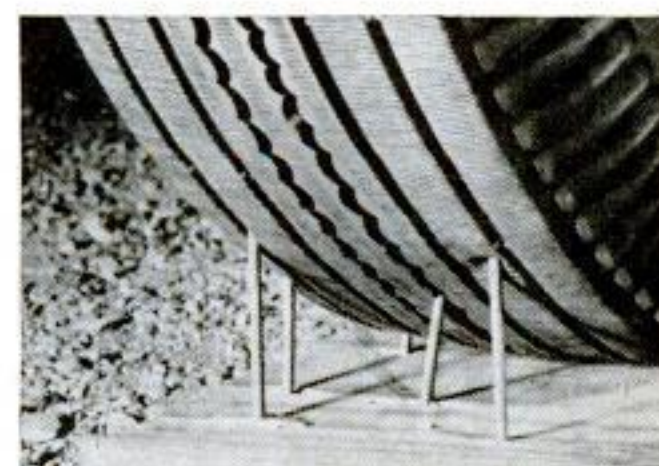
And when you buy your new car, ask to have it delivered on B. F. Goodrich Tubeless Tires. You can see them demonstrated on "The Burns and Allen Show"—CBS-TV.



B. F. Goodrich Tubeless Tires change bruise blowouts into safe s-s-slowouts.



Both LIFE-SAVER and SAFETYLINER Tubeless Tires defy skids.



The LIFE-SAVER Tubeless, in addition, seals punctures permanently.



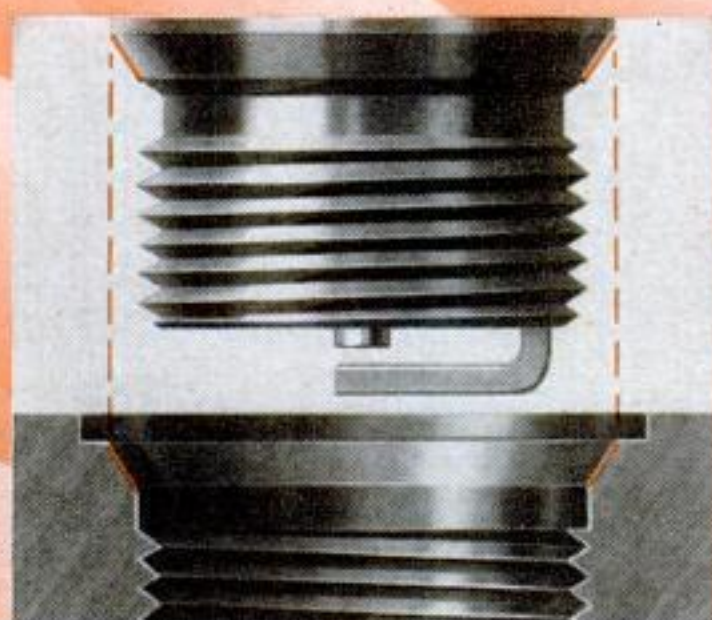
# 1955 LINCOLN

*Features the Spark Plugs  
of the Future*

**NEW TURBO-ACTION  
CHAMPIONS!**



Greater clearance in the firing end permits turbulent gases to keep the insulator free of harmful deposits. Heat range, the temperature zone in which spark plugs operate efficiently, is extended to the widest limits in automotive history.



Exclusive tapered Turbo-Action seating design forms a positive lock with a mating surface in the cylinder head without use of a gasket. Correct installation is automatic and Turbo-Action Spark Plugs remain firmly fixed and accurately positioned in the combustion chamber.

AVAILABLE AT ALL LINCOLN, MERCURY AND OTHER CHAMPION DEALERS

The trend continues to history-making new Champion **TURBO-ACTION** Spark Plugs!

The superior performance of these completely new spark plugs in the most advanced engines now has earned their acceptance as standard equipment on the mighty 1955 **LINCOLN**.

Champion **TURBO-ACTIONS** definitely are the spark plugs in *your* future because they solve the number one problem of modern high-compression, high-output engines: low-speed fouling and high-speed pre-ignition. They supply the entire automobile industry with a key to increased horsepower and efficiency for engines of the future.

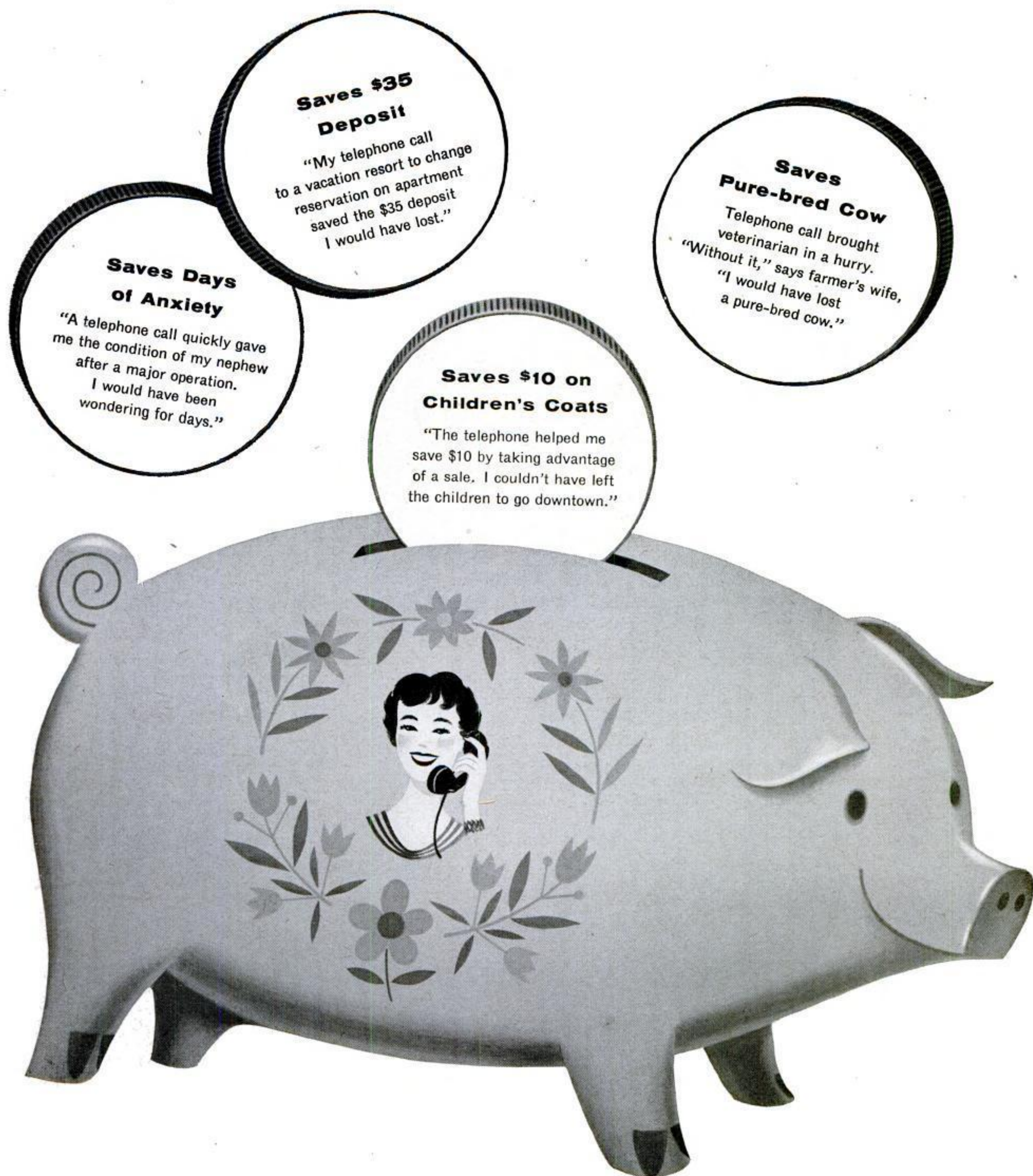
Because the **TURBO-ACTION** principle involves a larger thread size and an exclusive new seating pattern, these great new Champions can be installed only in those ultra-modern engines designed to use and benefit from them.

Your present car will continue to give you top performance with regular, standard Champion Spark Plugs.

With the **TURBO-ACTION** Spark Plug, Champion once again demonstrates its leadership in spark plug research and manufacture and its ability to anticipate the needs of the automobile industry and the motorist.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO





## **How much Time and Money does the Telephone save for YOU?**

A little while ago we left a questionnaire with some housewives and asked them to record the many ways the telephone helps them save time and money. Just a few of hundreds of answers are printed above.

It's true that the telephone saves far more than it costs. But its day-by-day value goes beyond time and money. It serves in so many other ways . . . in friendship, happiness and peace of mind.

**BELL TELEPHONE SYSTEM**

Reminding you that someone, somewhere, would like to hear your voice today

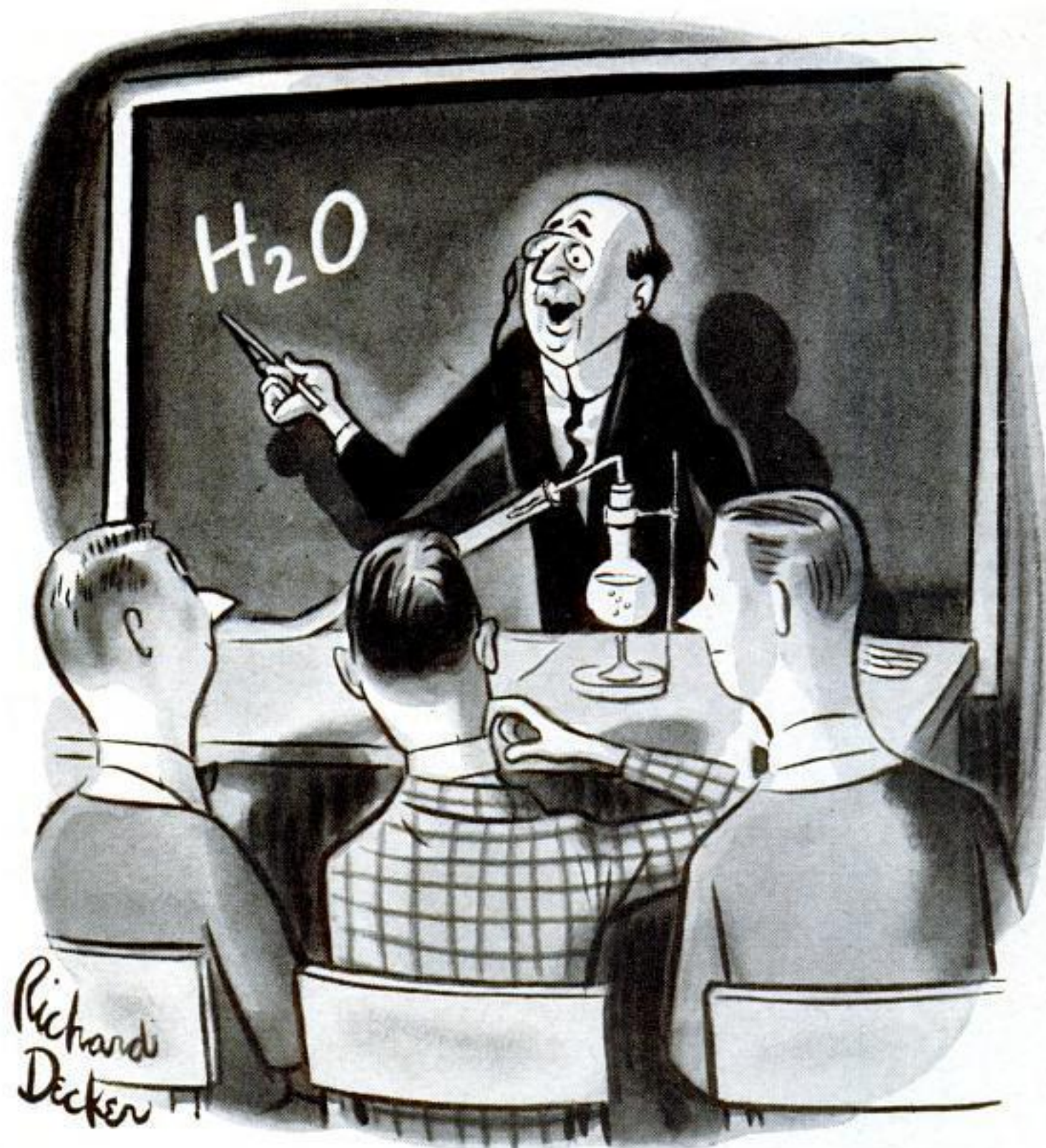


This One



XEB4-WZ9-RHPH





"Gentlemen, water is a colorless, odorless liquid made of H<sub>2</sub>O, and it has the property of shrinking shirts . . . unless designated 'Sanforized.'"

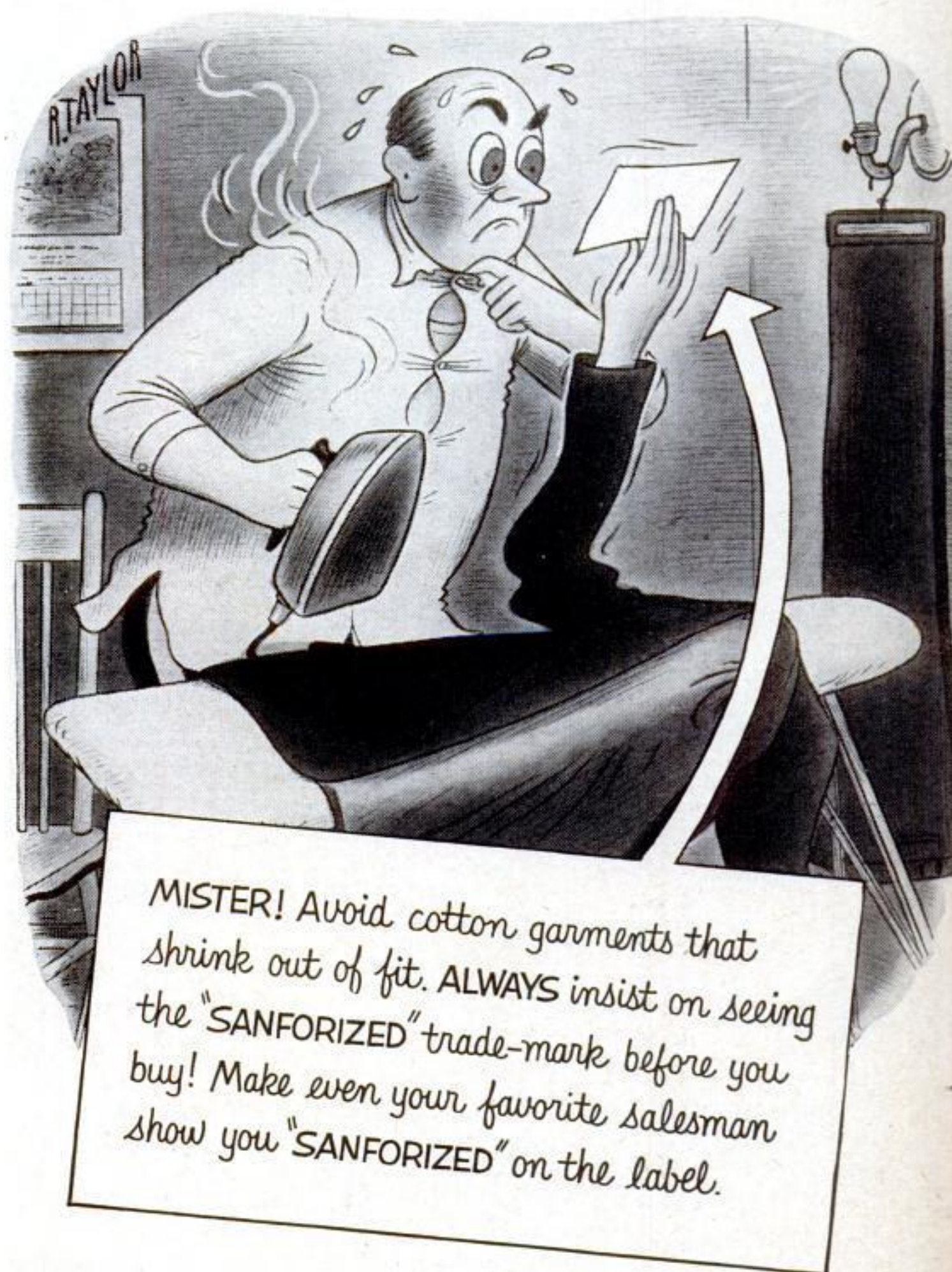


"How many times do I have to tell you, you don't have to allow for shrinkage with 'Sanforized!'"



BOOTH

"I've been miserable here, Martha . . . not a 'Sanforized' label in the place."



MISTER! Avoid cotton garments that shrink out of fit. ALWAYS insist on seeing the "SANFORIZED" trade-mark before you buy! Make even your favorite salesman show you "SANFORIZED" on the label.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



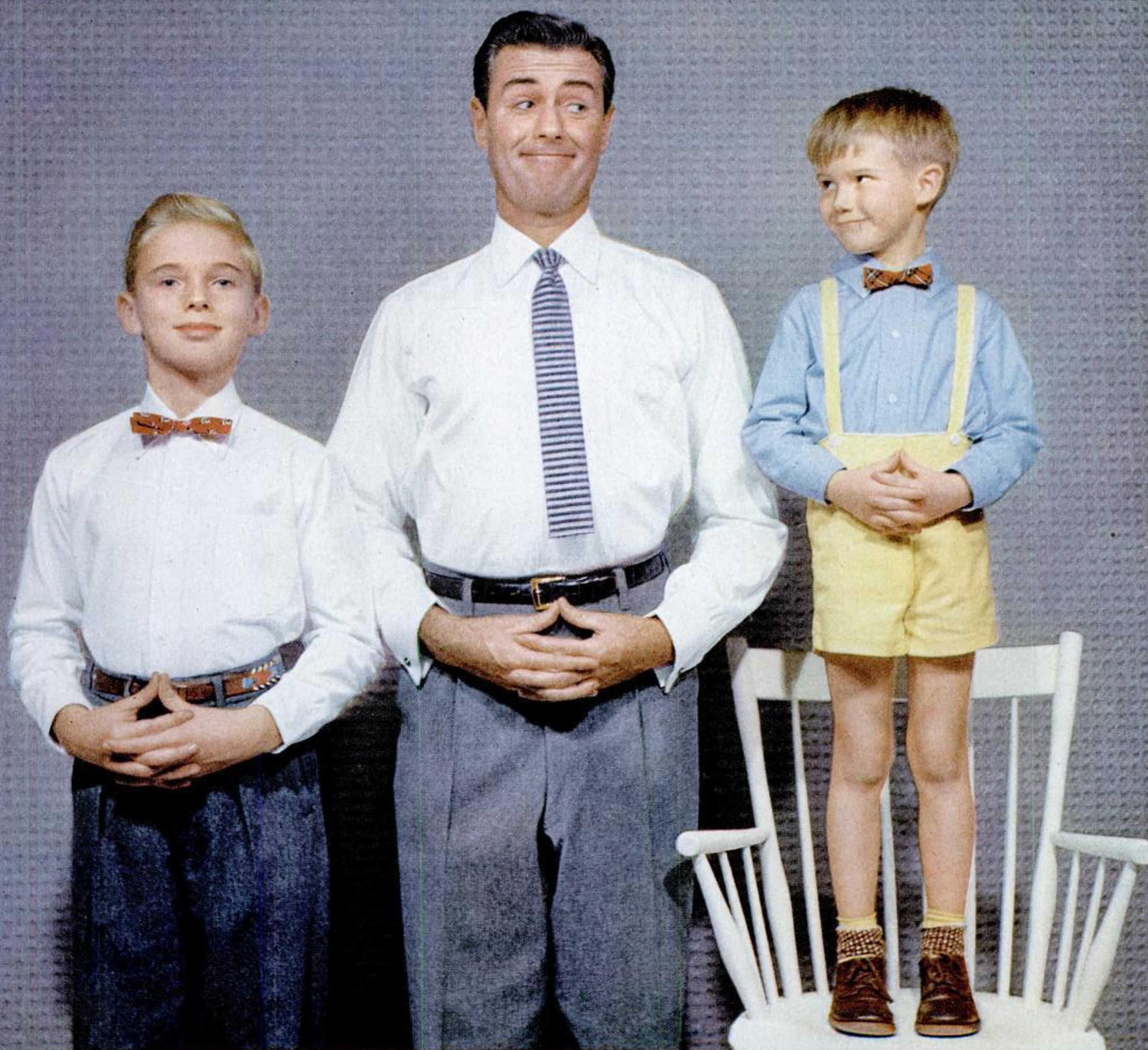
**all** was made to order for your automatic washer. *all*'s remarkable "controlled suds" free you from the serious troubles caused by out-of-date, heavy-sudsing powders. *all* won't strain or damage your machine, spill out over your floor, or redeposit unrinsed scum in your "washed" clothes. No thick-suds

detergent can wash so clean yet rinse as free as *all*'s "controlled suds." That's why makers of automatic washers not only approve but actually *prescribe all*. And why millions of women will never again use anything else in their automatics.

Condensed *all* in the blue box... Extra Fluffy *all* in the red box... both prescribed by makers of automatic washers. →



**all** is made by **MONSANTO** where creative chemistry works wonders for you



**all** does wonders for the men in your life... with new "controlled suds" in your automatic!

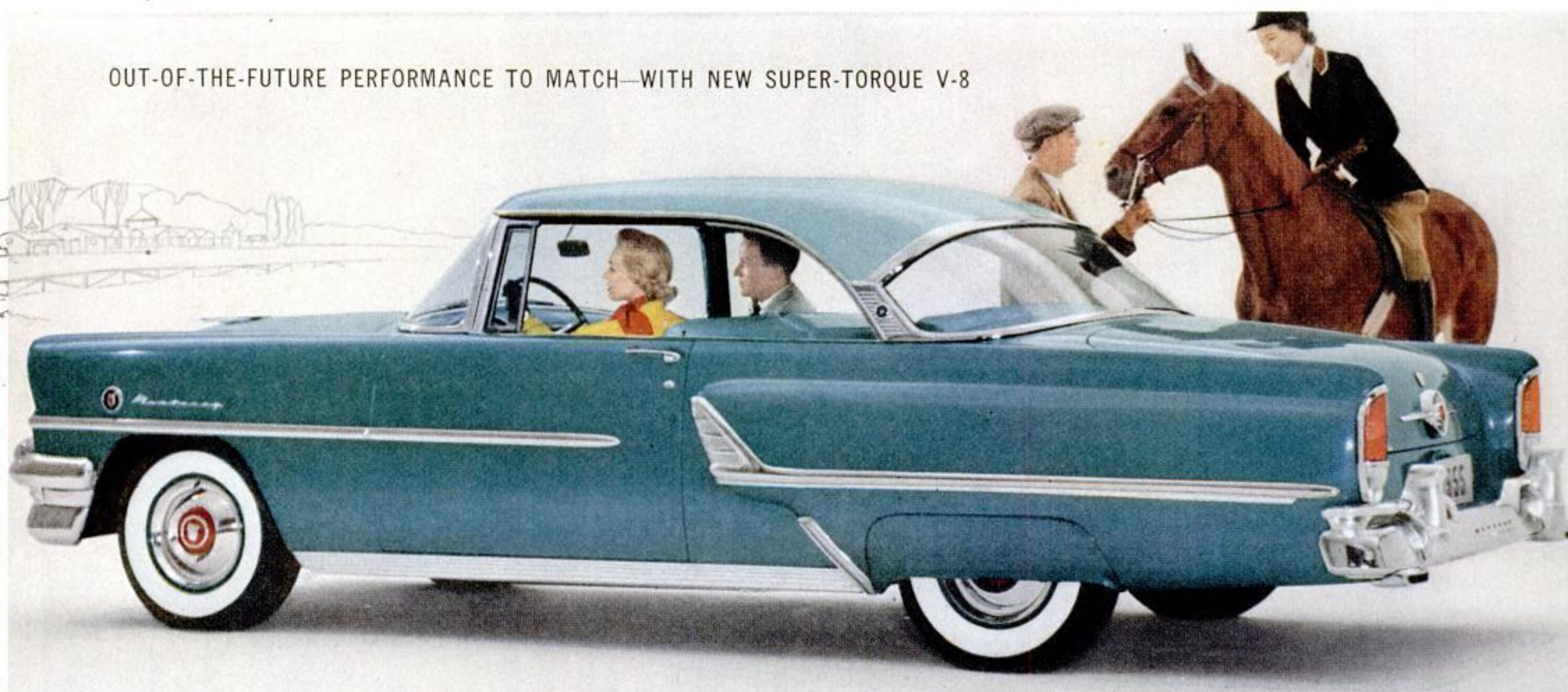


AMERICA'S MOST ADVANCED STYLING—THROUGH 10 MODELS IN 3 GREAT SERIES



## Mercury offers totally new interiors— pace-setting styling wherever you look!

OUT-OF-THE-FUTURE PERFORMANCE TO MATCH—WITH NEW SUPER-TORQUE V-8



**Dazzlingly different designs and fabrics!** Instead of using standard upholstery, Mercury designers, in many cases, created their own fabrics, patterns, and color combinations—then had them made to order.

By taking the initiative like this, Mercury stays ahead of the field—in performance, as well as in design. In the all-new 1955 Mercurys you'll enjoy not merely another boost in horsepower (up to 188 and 198).

These new dual-exhaust Super-Torque V-8 engines put the emphasis on *acceleration*—split-second pickup at *every* speed, but especially at the *normal* speeds you use the most for safer passing and hill climbing.

There's plenty of news in all 1955 cars. But inside and outside these great new Mercurys will set the pace for years to come. Come in and look—and drive—and see why more than ever it pays to own a Mercury!



It pays to own a  
**MERCURY**  
For future styling, super power  
MERCURY DIVISION • FORD MOTOR COMPANY



# LETTERS TO THE EDITORS

## HINDUISM

Sirs:

I have read with vast interest the first in your series of "The World's Great Religions" ("Hinduism," LIFE, Feb. 7).

Most books on world religions are written by philosophers or theologians and are expressed in technical jargon that is so unattractive to a layman. Your article passes all the tests of scholarship and, in addition, is written in lucid and lively prose.

The problems of world religion are urgent. If our country is to exercise intelligent leadership in world affairs, we must understand the philosophies of the whole family of mankind.

CYRUS S. EATON

Cleveland, Ohio

Sirs:

I am from India and I have been teaching Indian philosophy and comparative religion since 1948 at the New School for Social Research. I have never before read such a balanced article on Hinduism in such a short compass.

SUBODH CHANDRA ROY

New York, N.Y.

Sirs:

As a Hindu allow me to congratulate you on your excellent rendering of Hinduism. It has distilled the *attar* (essence) of the oldest religion in the world and in a few pages captured the ethos of a way of life. . . .

G. J. ADVANI

Syracuse, N.Y.

Sirs:

Since missionary societies in most U.S. Protestant churches are now studying India, your article on Hinduism will prove a valuable supplement to the study book.

GLADYS SLENKER

First Evangelical U.B. Church  
Peoria, Ill.

Sirs:

I would like to know which photographers and editors prepared the article. Certainly they deserve credit.

CHAS. R. OYLER

San Francisco, Calif.

● Leonard McCombe photographed the article as part of an editorial team headed by Associate Editor Claude Stanush.—ED.

Sirs:

I have just read your article on Hinduism and may I say how it renewed my joy of being a son of God's. . . . Those poor people with their castes, reincarnations and hopelessness do not know the one true, living God who offers eternal life.

CARL E. DYKES

Los Angeles, Calif.

Sirs:

As a lifelong Christian and also as a lifelong student of other religions, I rejoice deeply at noting your plan to give all the major religions "a fair day in court"; and I rejoice, similarly, at the fine start you have made.

J. G. PHELPS STOKES

New York, N.Y.

Sirs:

In speaking of the ancestor worship of the people of India, you make mention that this custom is analogous to Christians praying for the poor souls in Purgatory. Only the Roman Catholics do this.

F. B. STIPPICH

Westminster, Md.

Sirs:

On the introductory page of what promises to be a fascinating series you reproduce the Star of David as the basic symbol of Judaism. This is an error, in spite of the widespread use of this symbol.

The six-pointed star does not appear in Jewish sources until the Middle Ages.

Corresponding in significance to the figure of Jesus on the Cross in Christianity is the Torah, which is often erroneously translated "law," but means "teaching, guidance, doctrine."

ROBERT GORDIS

Adjunct Professor of Religion

Columbia University  
New York, N.Y.

● Most Jewish scholars generally agree that the Star of David and the scroll which represents the Torah are equally acceptable as popular symbols of Judaism.—ED.

## A DRAKE'S PROGRESS

Sirs:

Mr. Hanna of Fayetteville, Ark. saw the news value in his picture ("A Drake's Progress," LIFE, Feb. 7). My snapshot of a similar scene was made in June 1939.

ROBERT H. ANGLE

Laurel, Miss.



A DUCK CROSSING ON DOGBACK

## MacARTHUR ON WAR

Sirs:

Please accept my sincere appreciation for your editorial, "MacArthur on War" (LIFE, Feb. 7). The impression I received from his speech is so very aptly and astutely put by you in your editorial. I wish I had had copies of your editorial to give out to those who asked me what I thought of his speech. I only wish we could find a way to make such editorials the required reading of all Americans.

C. C. FOWLER

Glendale, Calif.

Sirs:

Your editorial comment on MacArthur's proposal to abolish war reminded me of something written in an essay on war by Emerson a century ago. He said that "war is on its last legs; and a universal peace is as sure as is the prevalence of civilization over barbarism, of liberal governments over feudal forms. The question for us is only, 'How soon?'"

I began reading Emerson back in 1892 when I was 18, a young convert to Methodism. I became, like my parents, a Prohibitionist. At 21 I began voting the straight Prohibition ticket. About 1920 I saw national Prohibition seem to become a fact and I lay down on the temperance job. Never again would anybody in the U.S. dare to sell and advertise liquor.

And I lay down on the peace job about the same time. We had helped to win a war to end wars so never again would any nation dare to start a war.

JOHN D. BLAINE

Campbell, Calif.

Sirs:

You failed to shed much light on the track ahead. William James in *The Moral Equivalent* showed the absolute necessity for waging peace with the same sacrificial spirit that is evoked by war.

HARRISON HOBLITZELLE

New York, N.Y.

## RED PRETENDER IN POTTSTOWN

Sirs:

Your "Red Pretender in Pottstown" (LIFE, Feb. 7) brought to memory a similar incident of two years ago when I donned a rented Russian uniform and paraded the main streets of Lansing, Mich. (state capital) for four hours to make a check on local citizens' reactions.



The costume was part of a publicity stunt to promote interest in a free American Legion-sponsored Americanism pageant. I too was accorded little or no attention and allowed to wander freely throughout the city snapping photographs of important buildings, power plants, the water reservoir and the capitol.

VIC BENJAMIN

Detroit, Mich.

Sirs:

Pottstown, Pa. is still on the ball. Any fool can plainly see this fellow is an impostor.

The Russians on your cover wear their shoulder straps over their right shoulders whereas this joker has it over his left shoulder.

DOUGLAS R. FRANKLIN

San Leandro, Calif.

## SPEAKING OF PICTURES

Sirs:

The pictures of the revolving girl and globe (Speaking of Pictures, LIFE, Feb. 7) were very interesting, but linking Mercator's name with the projection of the globe was unfortunate, even though it was qualified with a "like."

Actually, your picture was a presentation of a cylindrical equal-area projection of the world whose only resemblance to Mercator's is that the parallels and meridians cross at right angles. . . . In a Mercator the spacing between the parallels of latitude increases greatly toward the poles, or just the reverse of the condition shown in your picture.

C. C. ANDERSON

Buffalo, N.Y.

## AN ORDEAL ON ALLEYS

Sirs:

It was a great thrill to see my picture in LIFE this week ("An Ordeal on Alleys," LIFE, Feb. 7). Your story was a real salute to the game that has been so good to me. I am a bit worried, however, that people will think I consider 40 too old to bowl and that I have retired from bowling. Although I am retiring from further all-star tournament competition, I expect to bowl for many years. I know that millions of people over 40 and even over 60 enjoy the wonderful game of bowling and I don't want to discourage them.

MRS. MARION LADEWIG

Grand Rapids, Mich.

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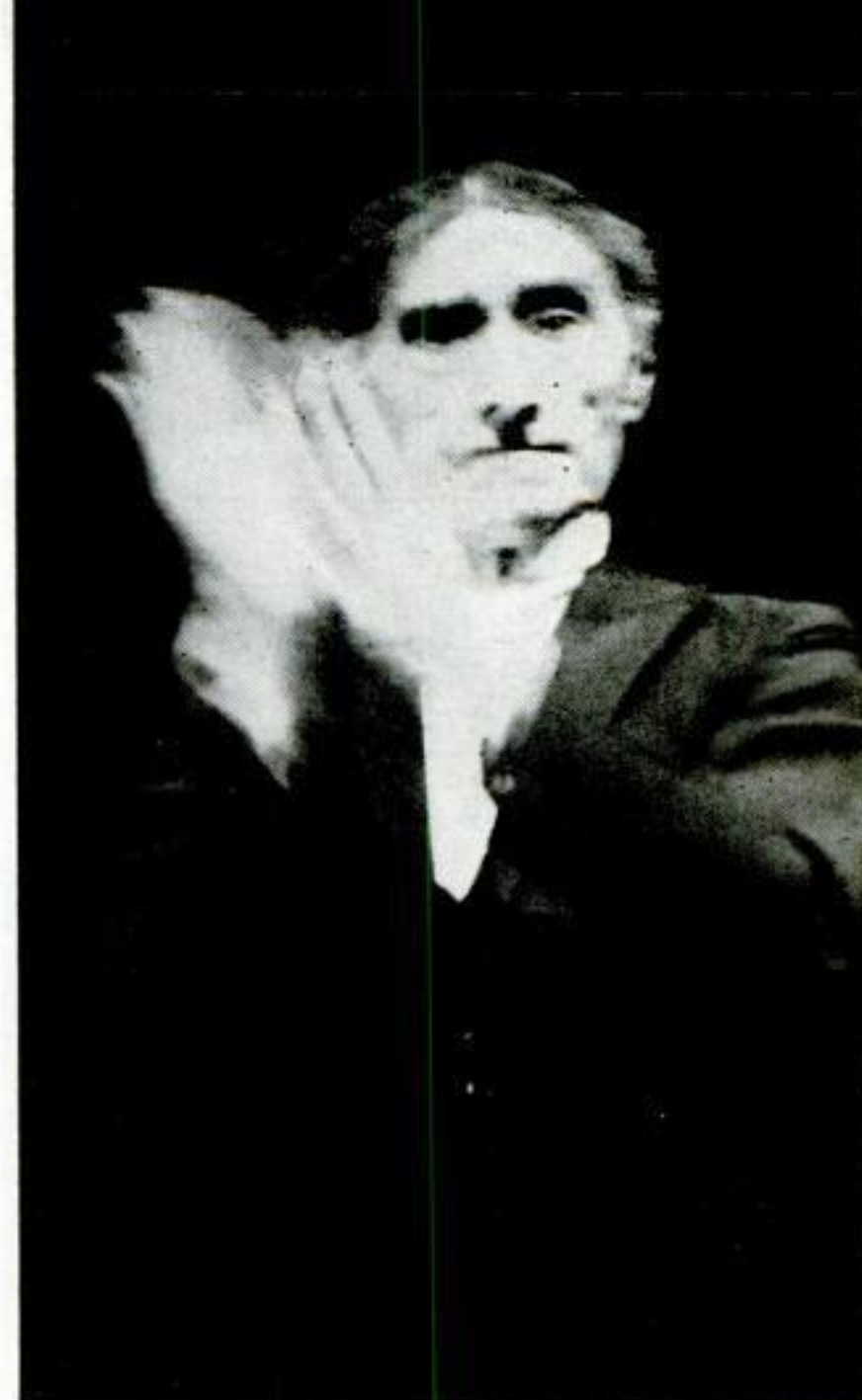
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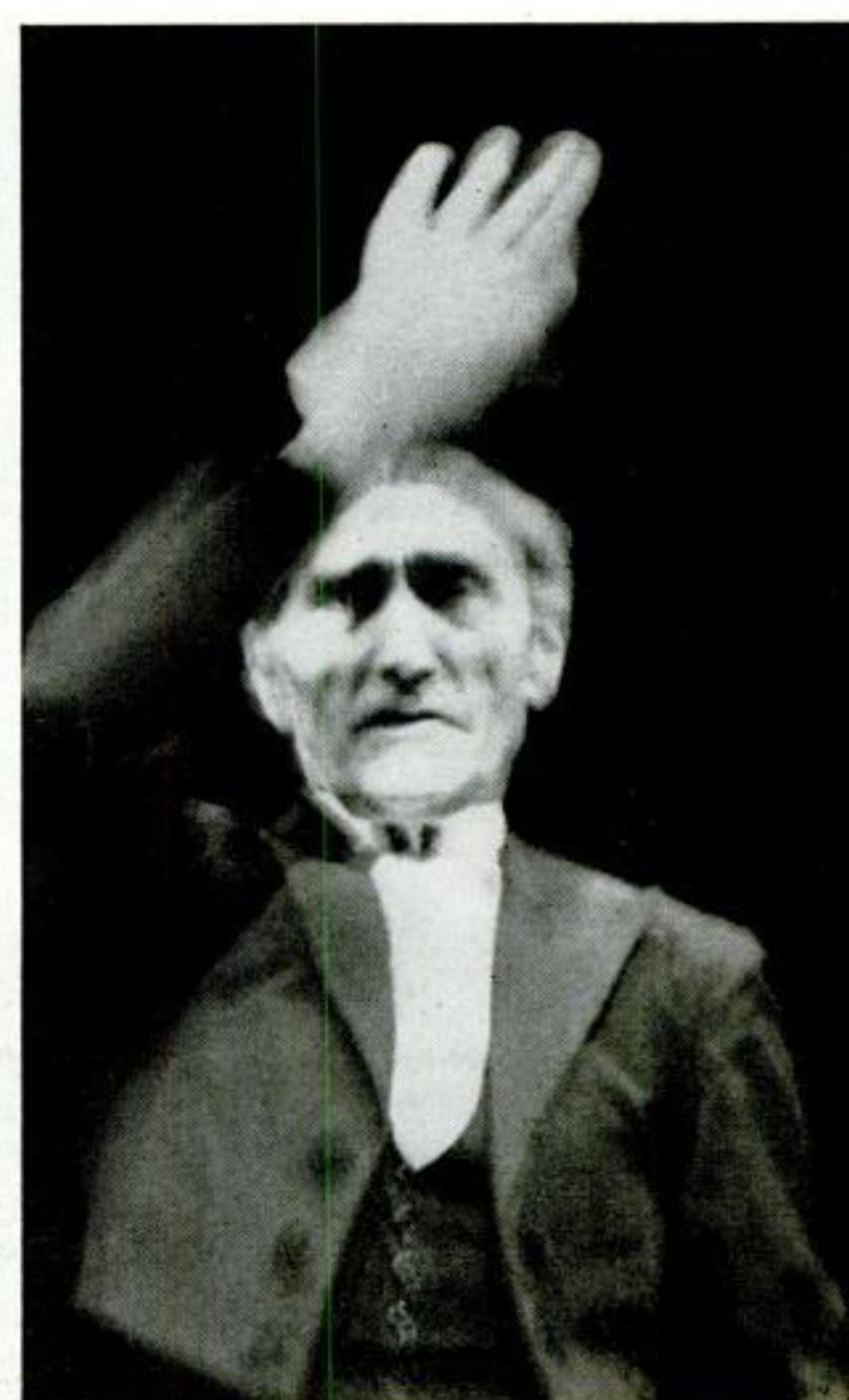
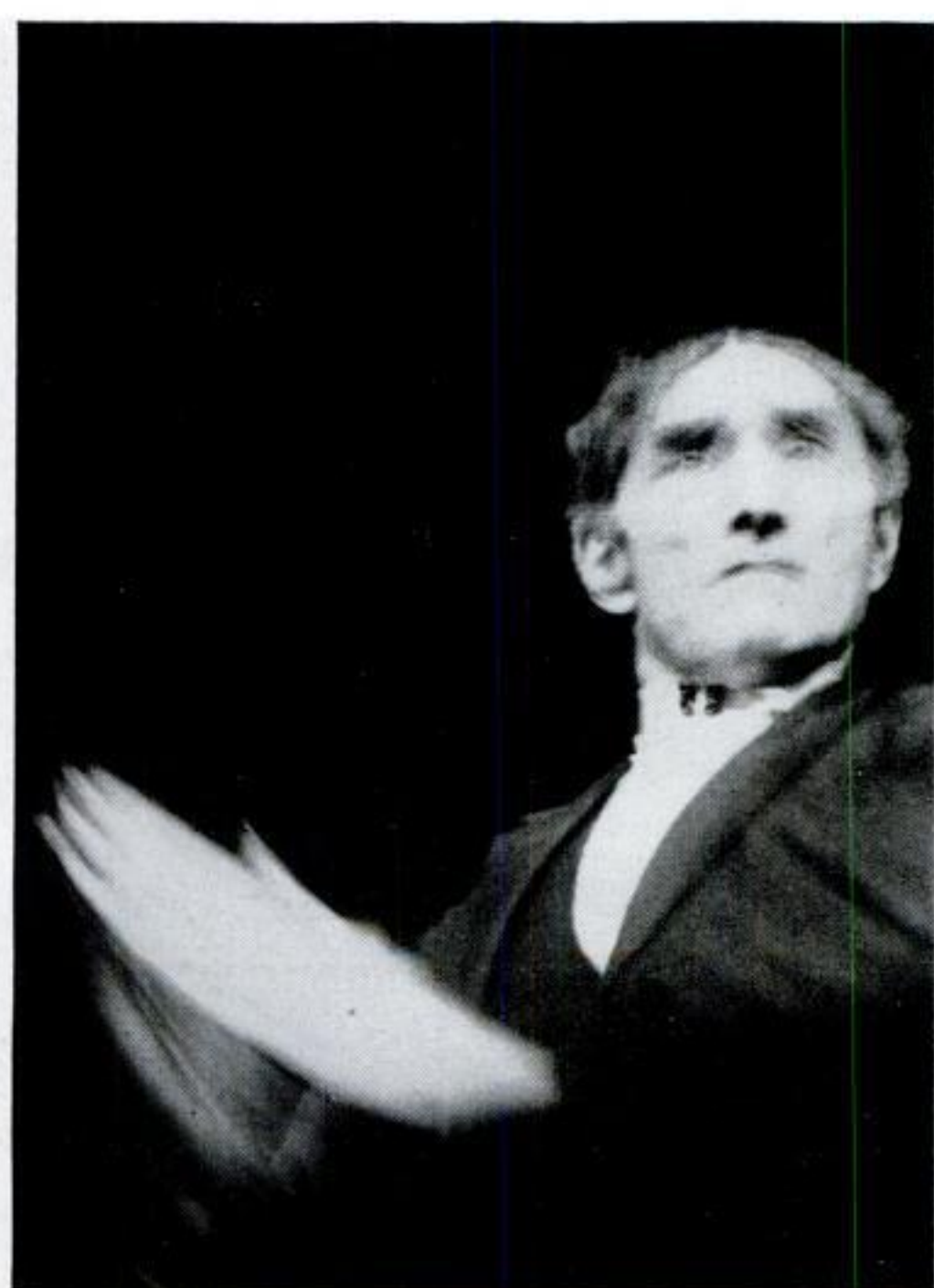




# SPEAKING OF PICTURES

## Hands play big part in old dancer's art

The unchallenged master of the intricacies of the fiery flamenco dance of Spain is a crusty and proud 62-year-old artist named Escudero, who is now in the U.S. for the first time in 20 years performing in New York before setting out on a country-wide tour. For Escudero the flamenco is no simple matter of flailing his feet on a resonant floor. As he claps his hands, snaps his fingers and slaps the tips of those fingers against the heels of his hands, all while rolling his arms around him, it is clear that his feet are but a part of his art. Here only Escudero's eloquent hands are shown as they make their fanciful sweeps about his imperious old face.





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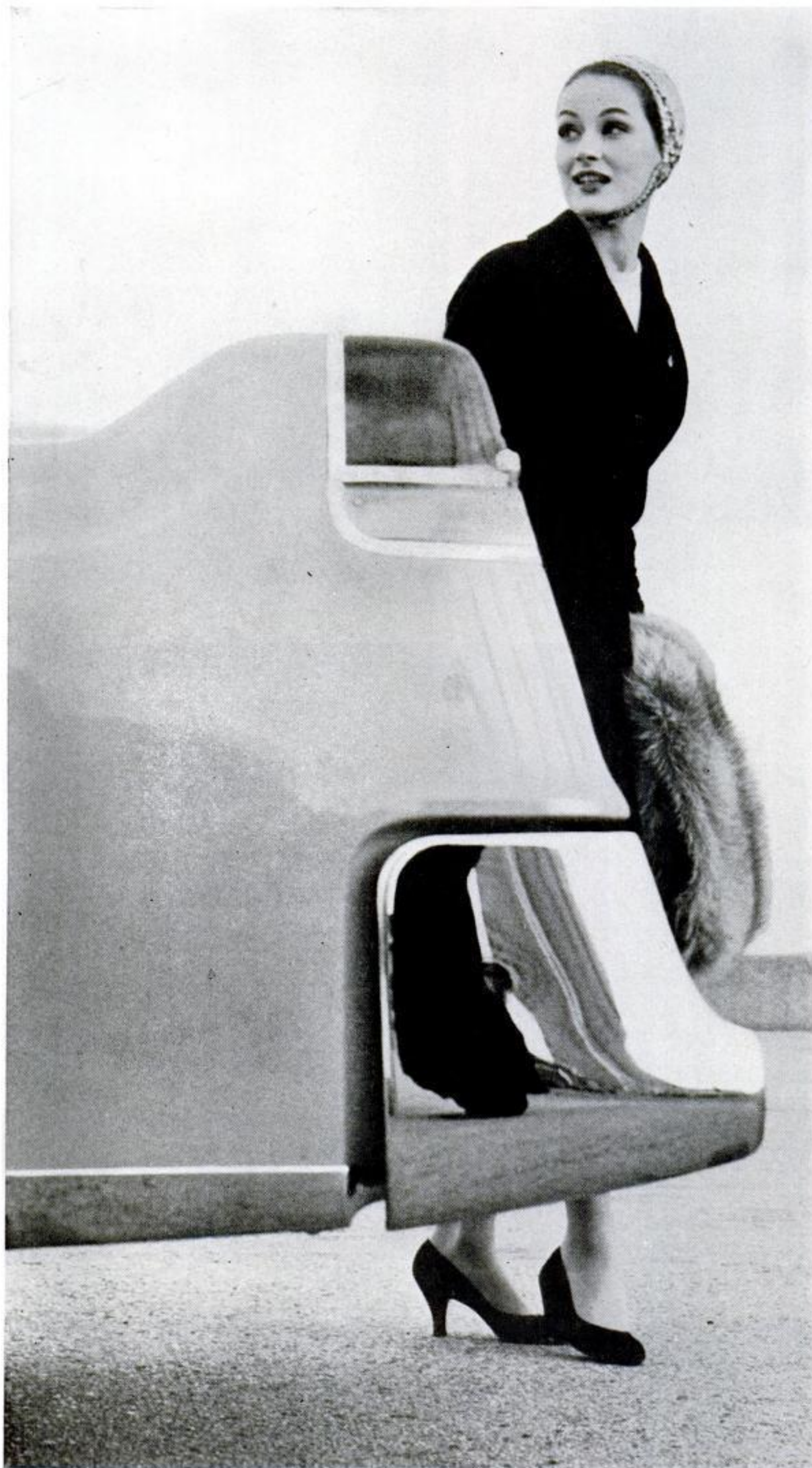
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When you use Quaker State, your car's engine gives smoothest performance—peak power year-round. Its vital moving parts are guarded by Miracle Film protection. Trust the oil that has earned the confidence of millions.



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**AERO SHAVE**  
Saves 20¢ a Can!



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OUT COMES LATHER!

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- No Brush Needed
- No Greasy Cream
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- Contains Soothing Lanolin

Not 79¢. Not 69¢. Only 59¢

**AERO SHAVE Lather Bomb**

Also economical King Size—12 oz. only 98¢

In the kitchen

A few drops of highly penetrating 3-IN-ONE make appliances run better. It never gums up the way many oils do. America's most popular household oil.



**"3-IN-ONE" OIL**

NOW, a woman's most embarrassing moment need never happen again!

New smooth-fitting garter belt for every-day wear, has hidden "Sani-tabs" for "those days."

"Double Feature" by Exquisite Form is an exceptionally pretty nylon garter belt, delightful to wear all through the month. But it's especially welcome as "those days" approach.

Wearing "Double Feature", you need never worry about "uncertain days"! \$2.50

At better stores everywhere.

*Exquisite Form*

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WITH MOST  
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Slightly higher south and west

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Big Screen-Super Power Chassis  
Graceful cabinet style

See your Olympic dealer or write

**OLYMPIC RADIO & TELEVISION INC.**  
34-01 38th AVE. Long Island City 1, N. Y.





## Have you tried this Franco-American masterpiece? Macaroni with cheese sauce!

**T**HIS sensational FRANCO-AMERICAN dish is completely different from famous Franco-American Spaghetti. This is Macaroni, made with a *cheese* sauce that's as delectable as any you ever tasted!

Franco-American Macaroni is unbelievably simple to prepare. You just place the contents of the can in a saucepan and heat. Or if you want to give it a more "company" look, make it pretty as a picture—the way our photographer did. He put it in a cas-

serole, covered it with buttered bread crumbs, and browned it very quickly in the oven.

Another point worth knowing about Franco-American Macaroni: It's wonderfully nutritious. For instance, did you know that one average serving has more *protein* in it than a farm-fresh egg?

The ingredients we use are really fabulous. They include farm butter and milk. Not to mention the cheese, which is a

shelf-cured Cheddar, specially selected for Franco-American.

Yet you can serve this delicious dish for about nine cents a helping! If you haven't tried Franco-American Macaroni we suggest you put it on the family menu soon. In fact, tonight would be a good time.

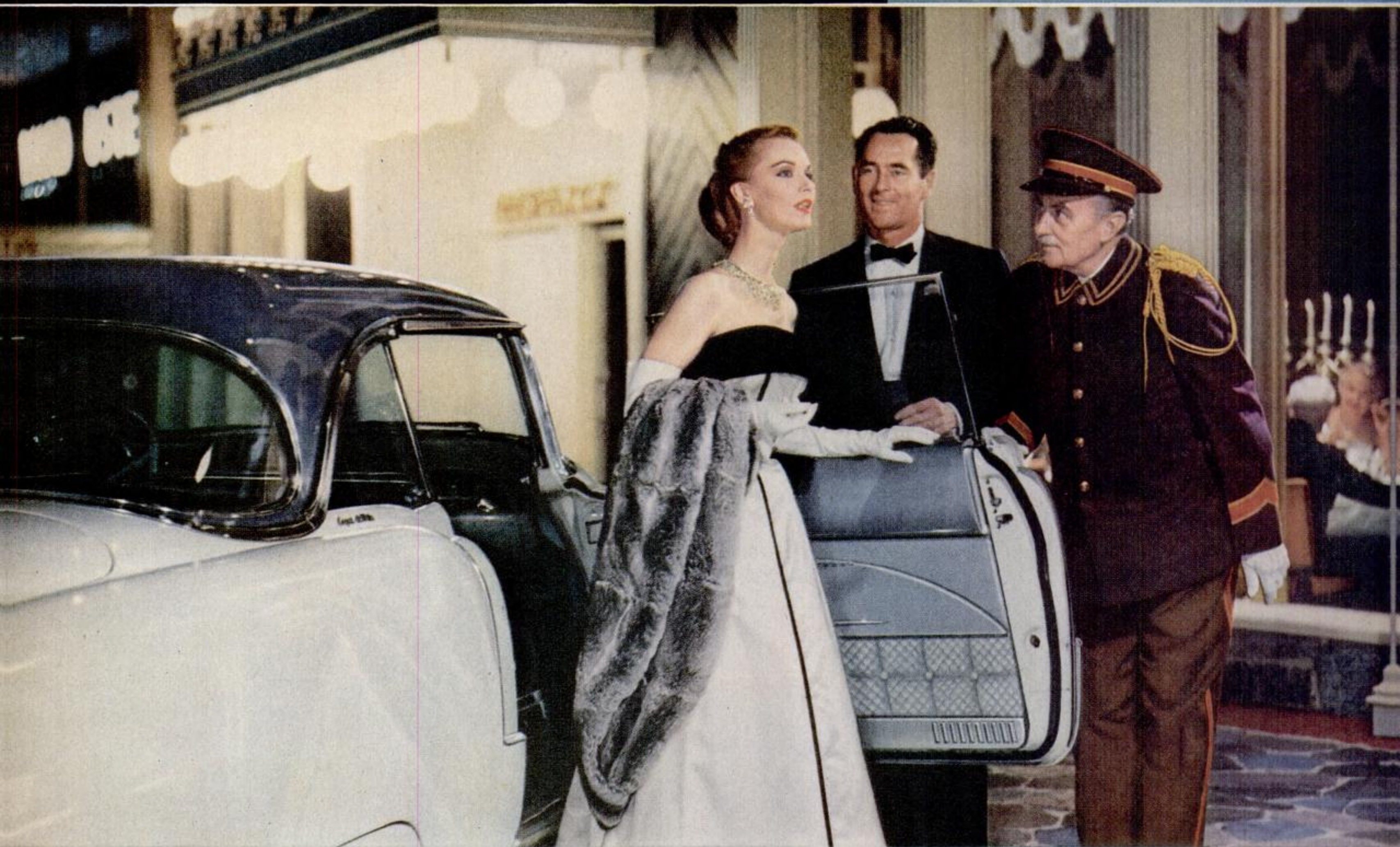
FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

**Franco-American**  
**Macaroni**





# Cadillac



## "Guests of Honor" Wherever They Go!

Not long after a motorist takes delivery of his first Cadillac car, he makes a truly wonderful and thrilling discovery.

No matter where he travels at the wheel of his Cadillac, he finds that he is accorded an *extra* measure of courtesy and respect.

And this discovery will be all the more reward-

ing for the man or woman who makes the move to Cadillac in 1955. For the "car of cars" now offers more of everything to inspire the respect and admiration of people everywhere.

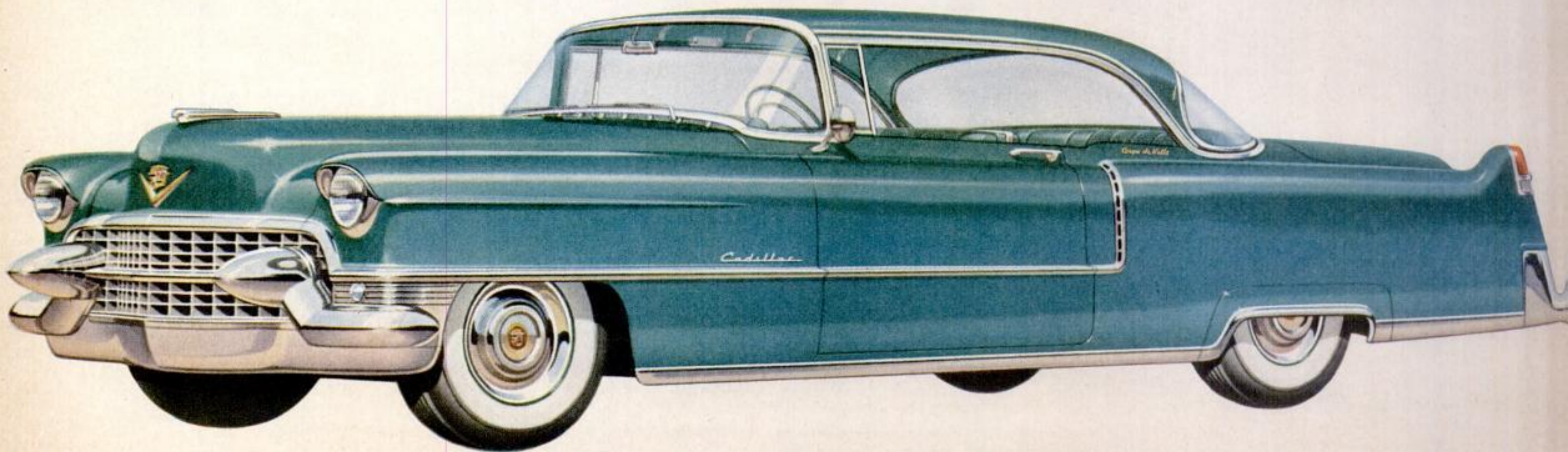
Its world-famous beauty, for example, is more majestic and distinctive than ever before. Its celebrated interior luxury and elegance are far more

wonderful to behold . . . and to enjoy. And its performance is, from every standpoint, the finest in Cadillac history!

If you haven't as yet taken the time for a personal inspection and demonstration of the 1955 Cadillac—you ought to come in soon and do so.

You'll be a most welcome guest—at any time!

YOUR CADILLAC DEALER





# NO NEWS, OR WHAT KILLED THE DOG . . .

The little essays appearing in this space since August 1952 grew out of the idea that what the editors had in mind while assembling an issue, plus the experiences of photographers and reporters who produce the material, would enable readers to get more out of LIFE. We now feel that we have dealt with almost all the kinds of situations which occur, so with this issue we abandon this particular form of contents page.



A RED DOG OVER THE FENCE

During this period it became apparent that readers sometimes find it hard to locate LIFE's Table of Contents, which has often changed position from week to week. Next week, and from then on, it will be in the same place in every issue: on page 2. We are also aware that there are readers who go straight through LIFE from front to back (or vice versa) and others who like to have some way to sample the issue. The new Table of Contents, while still carrying a full listing of all the week's stories, will also highlight the five or six items in each issue which are LIFE specials.

For the last two and a half years we have always had the uneasy feeling that some week we would just have to say, "Watch this space next week." So we kept in reserve a famous old phonograph dialog of Comedian Nat M. Wills, dating from 1913, entitled "No News, or What Killed the Dog." It goes something like this:

A rich and busy man took a six weeks' trip to the mountains to escape his cares, leaving instructions that he was not to be disturbed with any news at all from home. On his return, rested and happy, he was met at the station by a trusted servant. "Well, Henry," he asked, "how's everything at home? Is anything new?"

"Nothing new, sir—just one little thing. Since you been away your dog died."

"That's too bad. What killed the dog?"

"Well sir, the dog eat some burnt horse flesh and that's what killed the dog."

"Burnt horse flesh! Where did he get burnt horse flesh?"

"Well, your barn burned down, burned up all the cows and horses and after the fire cooled off the dog went and eat some of the burnt horse flesh—and that's what killed the dog."

"How did the barn happen to catch fire?"

"Well sir, the sparks from the house caught on the barn."

"Then my house burned too?"

"Oh yes, it's completely destroyed."

"How did the house catch fire?"

"Well, they had some candles burning in the house and one of them caught on the lace curtains and the curtains caught on the roof and the sparks flew over and caught onto the barn and the barn burned down, burned up all the cows and horses and after the fire had cooled down the dog went and eat some burnt horse flesh and that's what killed the dog."

"Candles? In a house with gas and electricity? Never knew they had a candle in the place!"

"Yes, sir, they had candles burning all around the coffin."

"Coffin! Who's dead?"

"Oh yes, sir, that's another little thing I overlooked. Your mother-in-law died."

"What killed her?"

"Well, sir, I ain't sure, but around the neighborhood they say it was the shock of your wife running away with the chauffeur—but outside that there's no news."

\* \* \*

It just goes to show that there is really no such thing as a dull week, even for dogs, as witness the experience of the Romanian legation pet (left and page 18) and Ch. Fearnought, best in Westminster Kennel Club show (right and pp. 32, 33).



A CHAMP DOG WITH HIS PRIZE

## CONTENTS

### COVER

SHELLEY WINTERS IN "THE WOMEN" (SEE PP. 48-50)

### THE WEEK'S EVENTS

A FEW REFUGEES TAKE A RED LEGATION 16  
THE MUY SIMPATICO MR. NIXON 20  
FACING THE FALLOUT PROBLEM 24  
A LOOK AT THE WORLD'S WEEK 32

### EDITORIAL

A NEW EISENHOWER IN COMMAND 31

### PHOTOGRAPHIC ESSAYS

BASKETBALL FEVER IN DIXIE 42  
THE TROPICS AT HOME 68  
PHOTOGRAPHED FOR LIFE BY ALFRED EISENSTAEDT

### ARTICLE

CO-CAPTAINS IN FORD'S BATTLE FOR SUPREMACY, by ROBERT COUGHLAN 84

### NATURE

A SNOWBOUND MEADOWLARK, AN ICEBOUND SEA GULL 39

### TELEVISION

"THE WOMEN" MIX IT UP AGAIN 48

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND

### EDUCATION

A REUNION REDUCED TO ONE 52  
TEACHER PHOTOGRAPHS REPORT CARD DAY 106

### FASHION

HIGH-THIGH STOCKINGS 57

### BUSINESS

A DAZZLING BANK FOR DALLAS 61

### THEATER

TRUE CRIME INSPIRES TENSE PLAY 75

### ART

A PAINTER JUDGE STIRS A CONTROVERSY 83

### MODERN LIVING

HOW TO BUY HI-FIDELITY 99

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS 7  
SPEAKING OF PICTURES: HANDS PLAY BIG PART IN OLD DANCER'S ART 8  
MISCELLANY: A WHALE OF A TONGUE 108

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sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—SHARLAND  
8, 9—GREY VILLET  
13—ALFRED STROBEL, U.P.  
16, 17—YVES DEBRAINE, ALFRED STROBEL—BOT. LT. JOHN PHILLIPS  
18—A.P., ATP, YVES DEBRAINE—ATP EXC. CEN. YVES DEBRAINE—COMET PHOTO AG FROM B.S., ALFRED STROBEL, ATP  
19—WALTER STUDER FOR PRESSEPHOTO  
24, 25—INT., FRANCIS MILLER, DRAWING BY A. LEYDEN-FROST—AEC-DOD JOINT OFFICE OF TEST INFORMATION FROM INT., J. R. EYERMAN (3)

26—DRAWINGS BY ADOLPH E. BROTMAN  
32, 33—INTERCONTINENTALE, GEORGE SILK  
34—ROGER KINCEI—DRAWINGS BY ESTHER LARSON  
COURTESY BERGDORF GOODMAN—U.P.  
39—JACK DERMID  
40—HUGO GORSKI  
42, 43, 44—RALPH MORSE  
45—GJON MILI  
46—LT. RALPH MORSE; RT. RALPH MORSE—GJON MILI (2)  
47—RALPH MORSE  
48, 49, 50—SHARLAND  
52—MICHAEL ROUGIER—COURTESY CORNELL UNIVERSITY

57—MARK SHAW  
58—MARK SHAW  
61, 63—JOE SCHERSCHEL  
64—JOE SCHERSCHEL EXC. BOT. MICHAEL ROUGIER  
65—JOE SCHERSCHEL  
75—CORNELL CAPA EXC. T. LT.  
76, 78—CORNELL CAPA  
83—LT. WASHINGTON POST PHOTOS; RT. COURTESY THE CORCORAN GALLERY OF ART—ROBERT PHILIPS FROM B.S. (2)  
84, 85—JOHN ZIMMERMAN  
86—T. LT. A.P.—BOT. RT. U.P.

88—COURTESY FORD NEWS BUREAU  
94—ELIOT ELISOFF  
95—A.P.  
96—JOE CLARK  
99—ARNOLD NEWMAN  
100, 101—DRAWINGS BY RICHARD ERDOES  
102—ARTHUR SIEGEL—ARTHUR SIEGEL, ARNOLD NEWMAN—ARNOLD NEWMAN  
106, 107—EMMONS WILLIAMS  
108—EDDIE FREEMAN FOR PHILADELPHIA INQUIRER FROM U.P.

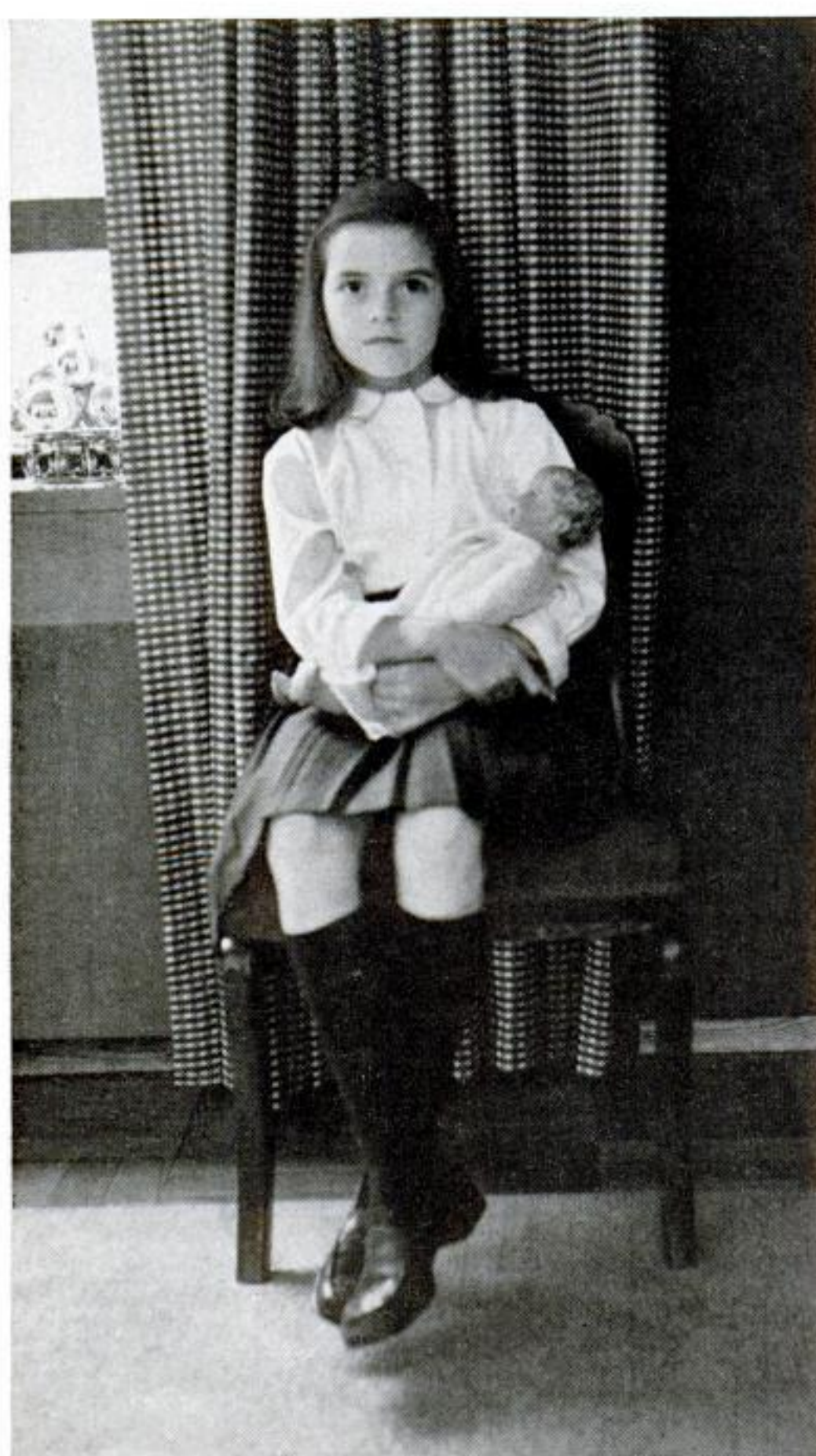
ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL; U.P., UNITED PRESS. THE

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**8½ MONTHS.** Already Babs was protected. The Man from Equitable started her father on Equitable's Family Income protection. This plan protected Babs' family most when the expenses of her upbringing were greatest.



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See the Man from Equitable — TODAY.

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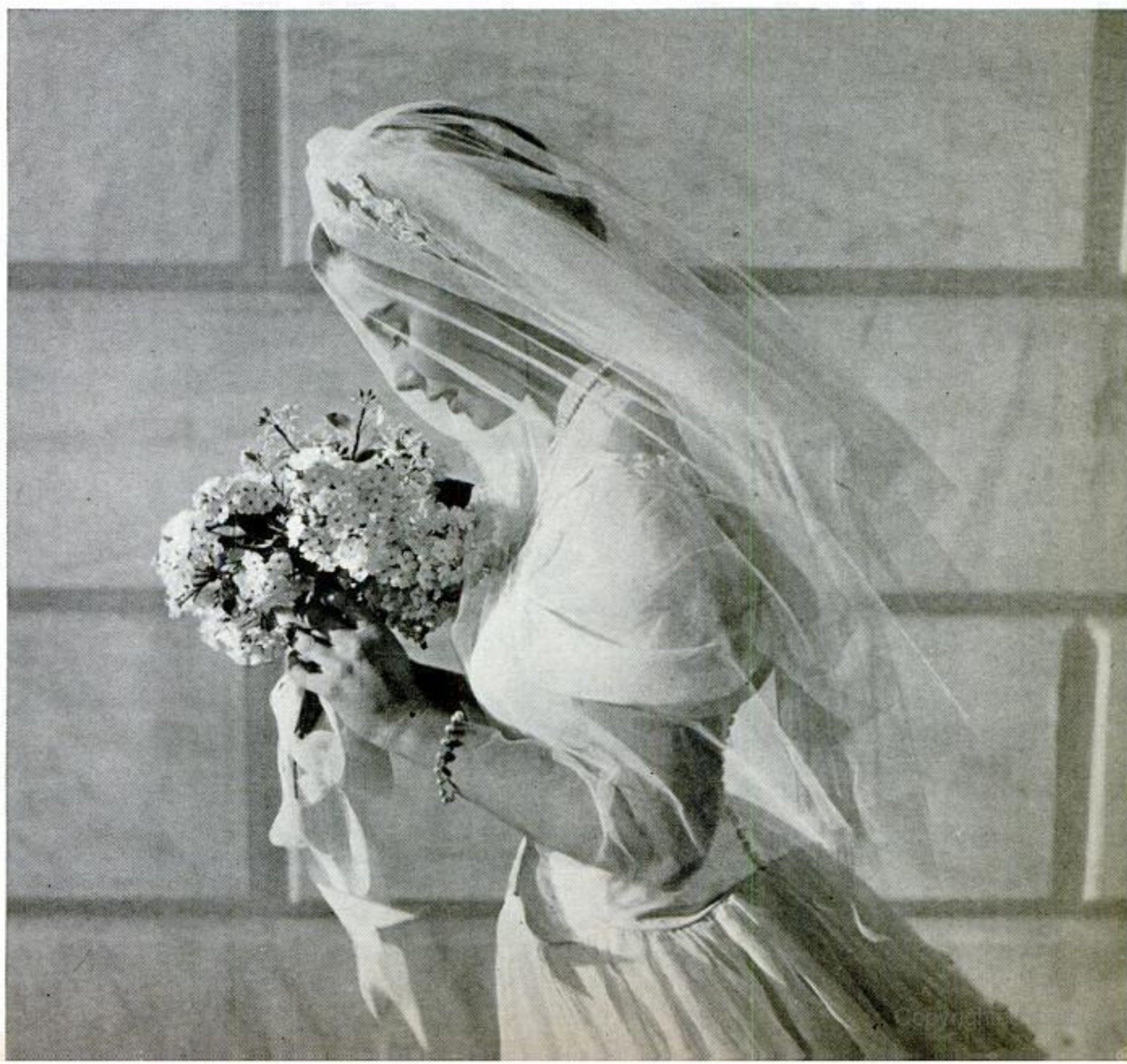
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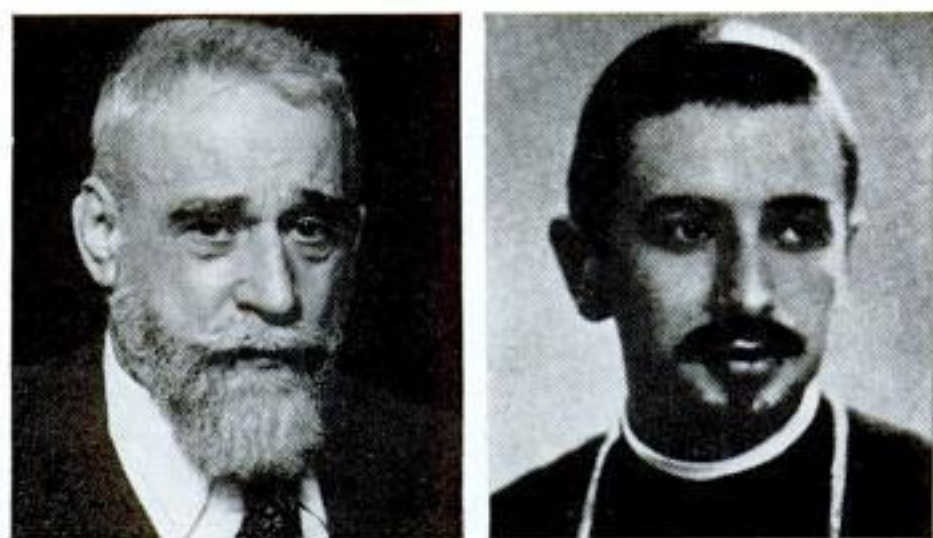
**YOUNG LADY WITH A FUTURE.** When she started to work, her employers protected her with Equitable Group Insurance. This included life insurance coverage as well as payments for hospital, medical or surgical bills.







AT THE LEGATION WINDOW ARMED ANTI-COMMUNIST INVADER PEERS THROUGH THE CURTAINS, CHECKING UP ON DISPOSITION OF THE SWISS POLICE WHO



IN RED JAILS, Liberal leader Bratianu and Catholic Bishop Suciú are two of men invaders sought to free.

## RED LEGATION YIELDS

A FEW REFUGEES INFLICT A BRIEF INVASION  
ON COMMUNIST ROMANIAN MISSION TO BERN





STAND GUARD NEAR FLOODLIT BUILDING



AT WINDOW OF ADJACENT GARDEN HOUSE, WHERE HE HAD FLED, COMMUNIST STOFFEL WAITS FOR POLICE

Looking up at two bizarre window scenes in Bern last week, the neutral Swiss came face to face with a sharp flash of the intense passions inflamed by the cold war. At 10 o'clock on an icy night a small band of masked and armed Romanian exiles had scaled a fence and forced their way into the legation of Communist Romania. They ran into the wife of the legation chauffeur, tied her up and spent several hours rifling the files. They were interrupted by the arrival of the chauffeur. A battle broke out and the chauffeur fell in the snow, fatally shot. Aroused by the gunfire, the legation personnel fled. Then the intruders vowed to stay in the legation until five anti-Reds jailed in Romania were free.

It was a dramatic affront to Communist dignity. "This is not the kind of thing that happens every day in diplomatic life," moaned Chargé

d'Affaires Emeric Stoffel as he stood in the morning cold. The Swiss knew it too. Before daylight 100 policemen had ringed the legation. They promptly caught one man as he tried to flee with the files. Two more, the intruders later claimed—they were never seen—did make a getaway. Three remained in their refuge. As police tried to negotiate a surrender they listened to radio accounts of their exploit, peered nervously out the window and debated with each other and themselves. As hope waned, a Catholic priest came in to absolve them of their oath to "fight to the end." After 38 hours of siege they gave up. The Swiss refused to extradite the quixotically brave trio to Romania, held them for manslaughter and lesser charges. The priest said, "They hoped . . . to draw attention to the awful state of affairs in Romania under the Communist regime."



# STEP BY STEP ACCOUNT OF A FANTASTIC 38-HOUR SIEGE IN SNOW



**FUGITIVE FROM LEGATION,** Chargé Stoffel lifts son of fellow diplomat through window of garden house to hand him to a Swiss policeman below.



**MASKED USURPER,** anti-Communist takes up guard post on balcony with submachine gun. Anti-Reds and police did not fire a shot at each other.



**INTENSIFYING SIEGE,** police shut off legation's water supply. Phone lines were also cut but reconnected to let cops make request for a parley.



**AS SIEGE WENT ON,** police, press and excited bystanders kept a round-the-clock watch on the legation. A newsman dozed in sleeping bag during day (left) and huddled awake at night (right), anticipating an escape attempt by the exiles.



As police changed guard at 11 a.m. on second day (center), big crowd gathered because of rumor that the anti-Communist exiles had been given an ultimatum to surrender at that hour. Surrender actually came more than five hours later.



**CRACKING NERVES** show on Stoffel's face. He lost his temper when a reporter asked, "Don't you think things will be difficult for you in Romania?"



**ESCAPING DOG,** a legation pet, on the second morning bounded from besieged building through the snow and was helped over fence by bystanders.



**STILL MASKED,** one of the three invaders, who gave up following negotiations by priest and police commissioner, sits in police car before going to jail.





**A LAST DEFIANT GESTURE** is made by anti-Communist exiles who, five minutes before surrendering, nail the diplomatic shield of the Romanian royal government, overthrown by Reds in 1947, to the legation building. They had

found it in cellar. When Communists reoccupied the building, they promptly took shield down. Panicky members of other Communist legations in Bern came for long conferences with the Romanians, requested Swiss police protection.

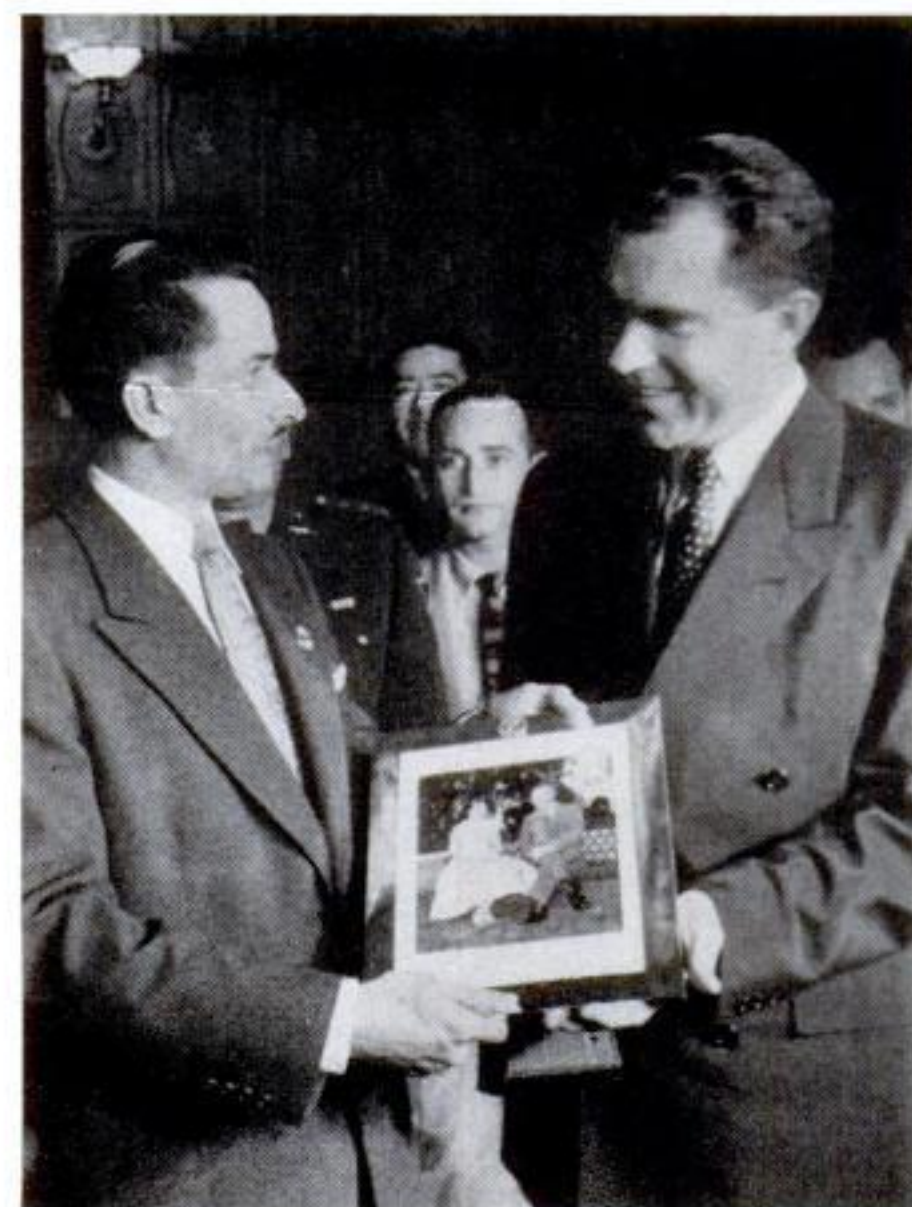




**IN CUBA** Nixon made his first presentation of the Eisenhowers' picture to President-elect Batista.



**IN MEXICO** the second photograph was given to President Cortines, whom Nixon called great leader.



**IN GUATEMALA** Nixon, with another photo, extolled the sincerity of President Castillo Armas.

## THE MUY SIMPATICO MR. NIXON

Vice President brings something from the boss on goodwill tour

Photographed for LIFE by ALFRED EISENSTAEDT

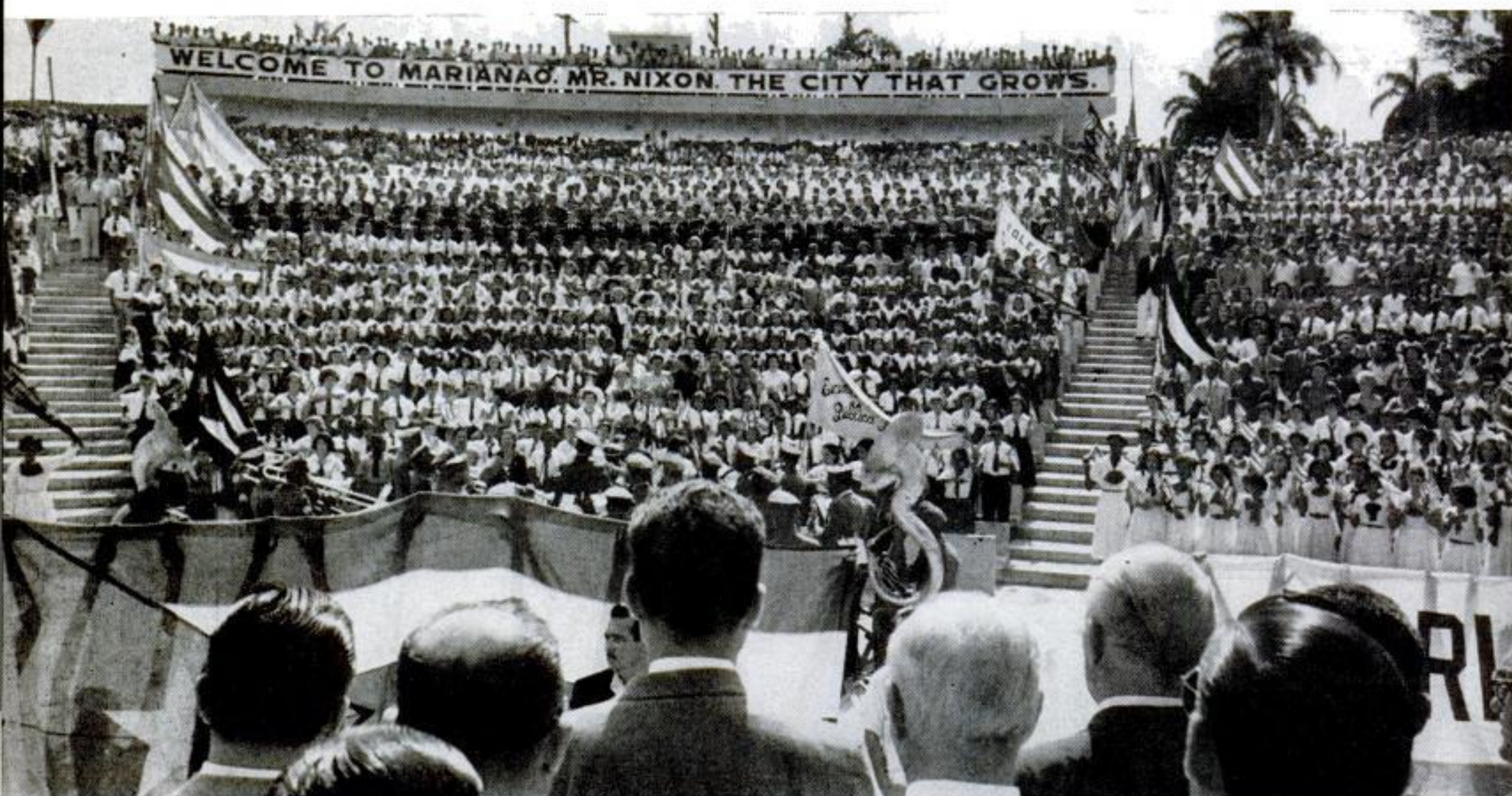
Out on the same kind of a friend-making mission that he brought off so well a year ago in Asia, Vice President Richard Nixon bustled cheerily along on a 10-country tour of the Caribbean and Central America. He was not expected to solve any problems. He was mainly out to remind these countries that the U.S. is not so wrapped up in Europe and Asia that it has forgotten its neighbors.

For each of the neighboring presidents Nixon brought something from the boss—an autographed picture of President and Mrs. Eisenhower in a silver frame. For the many people he insisted on meeting at every stop, he always

had a friendly word—and except in Nicaragua where President Somoza was obviously still bitter about the U.S. sale of four fighter planes to his Costa Rican enemies, he heard friendly words in return. He pleased the Cubans by praising Cuban baseball stars in the U.S. He delighted the Mexicans by bungling up his message of greeting in Spanish. His Mexican hosts in turn had an embarrassing moment as Nixon and his wife, Pat, got trapped between floors in an elevator. But minor mishaps like these only enhanced Nixon's popularity. "*El Señor Nixon es muy simpático*," remarked one Mexican. "We ought to have a vice president too."



**IN EL SALVADOR** President Osorio politely accepted gift, though irked by U.S. coffee price drop.



**ALL-OUT WELCOME** in Marianao, near Havana, drew 6,000 to stadium decked with special sign in

English for benefit of Nixon (center, foreground). Children were dismissed from school to attend.



**IN HONDURAS** Chief of State Julio Lozano and Nixon repeat presentation for tardy photographers.





**KINDERGARTEN BOWS** for the Vice President and his escorts are made by youngsters of the Margarita Galindo de Ruiz school in Mexico City, as they end

their well-rehearsed song of welcome. School is for children of workers of the large D. M. Nacional Factory which produces office and household appliances.





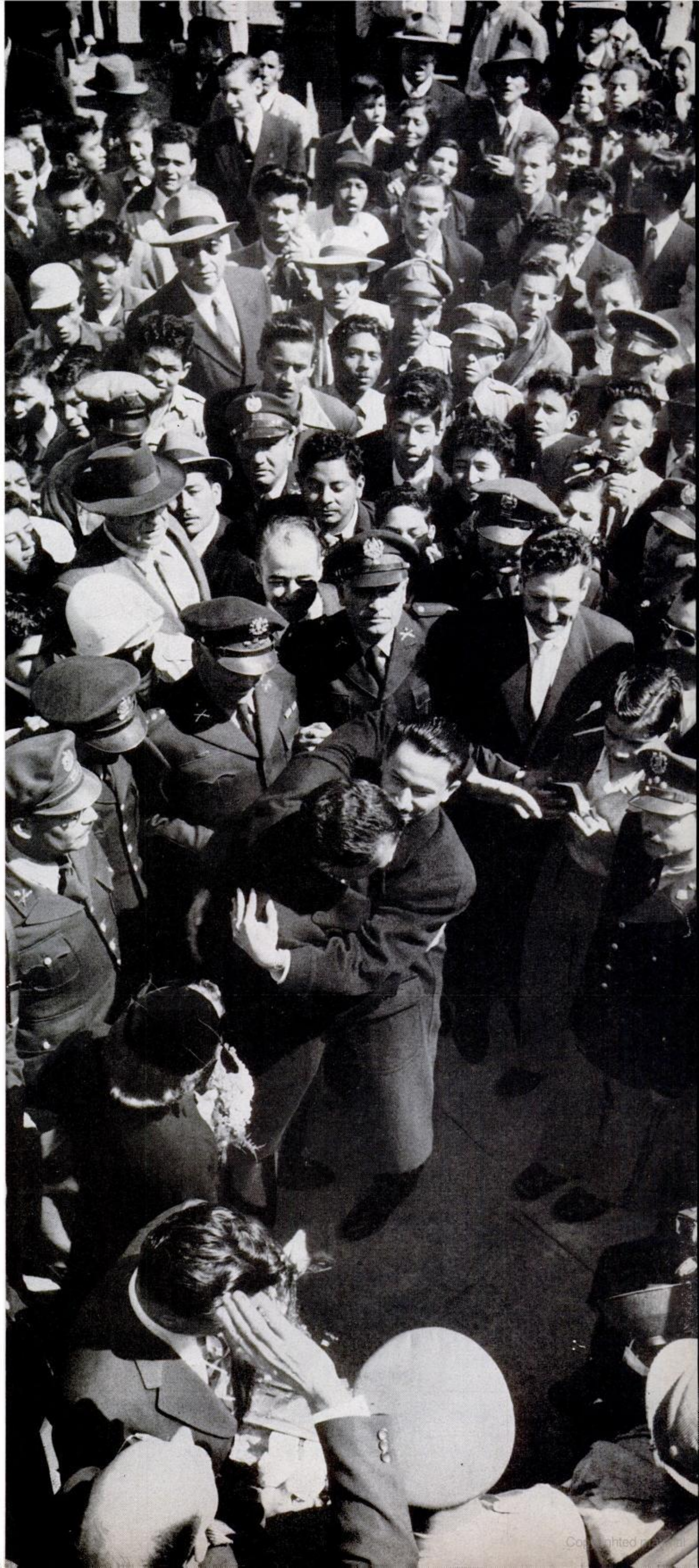
**SPRINKLED WITH CONFETTI** thrown at him by crowd at Basilica of Guadalupe in Mexico, Nixon greets an old man. He left bouquet at altar of church.



**BORNE ALOFT** on councilmen's shoulders, Nixon is carried off to mayor's palace in Antigua, Guatemala. He had driven over from Guatemala City.



**SIZING UP PROPAGANDA**, which President Castillo Armas took him to see, Nixon studies pile of Communist literature confiscated in Guatemala.







**POKING THROUGH BARS** of window at a little girl in house at Antigua, Nixon offers to shake hands. To meet more people he purposely walked all the way from the outskirts of the town.

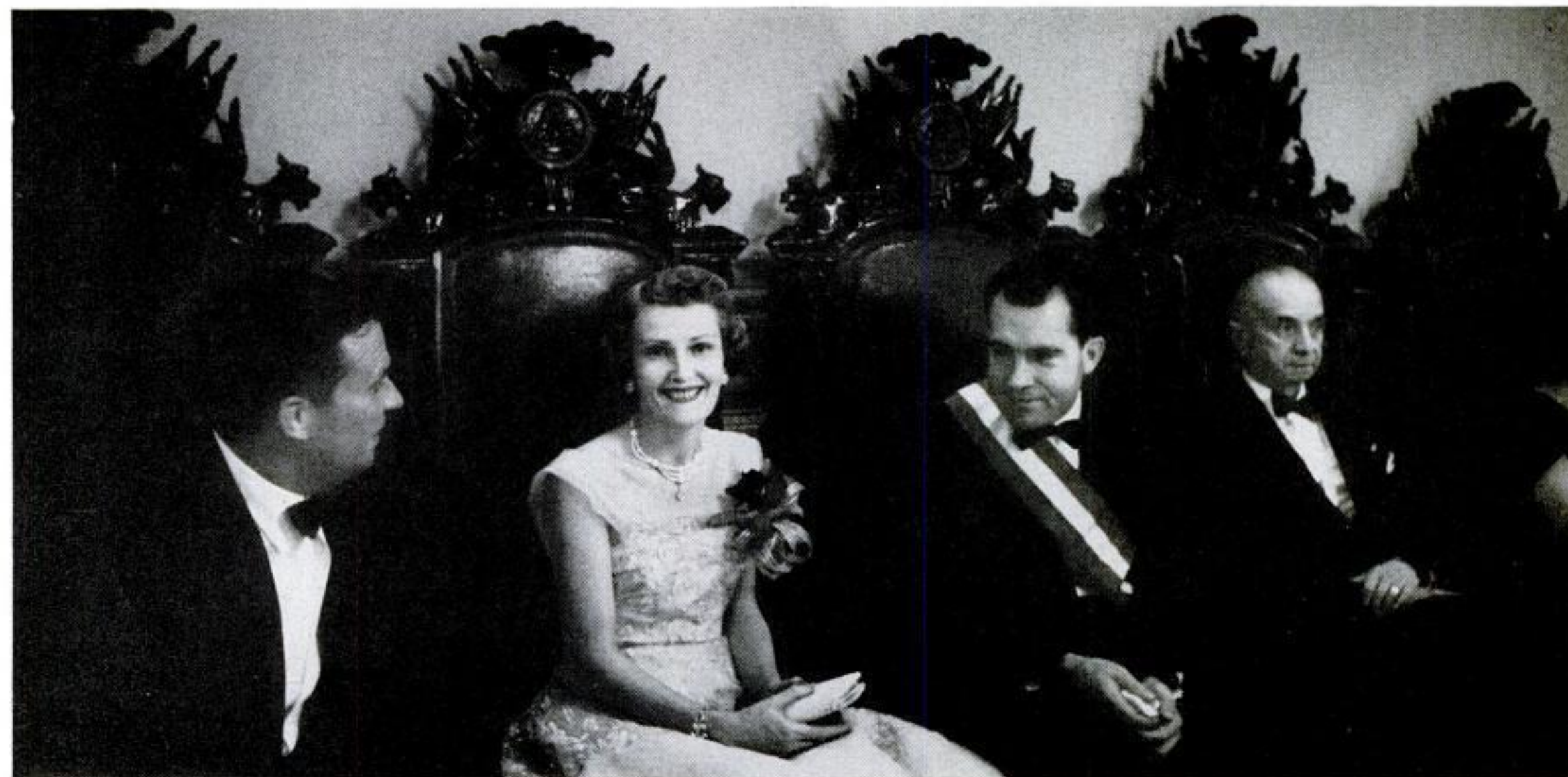


**PAUSING FOR SHINE** in Guatemala City, Nixon picked out boy he had noticed chasing after his car on way in from airport. He paid the shoeshine boy 30 centavos, triple the normal price.



**PROVIDING A HOLIDAY** for workers in Tegucigalpa, Honduras, Nixon is trailed by huge throng of workers on his way to the embassy after wreath-laying ceremony at statue of a U.S.-

Honduran patriot. The Vice President stopped and beckoned to a shy young boy (*right foreground*) to join him on walk, but only after coaxing of crowd did boy accept the invitation.



← **SENTIMENTAL SEND-OFF** at airport is given to Nixon by Castillo Armas. Vice President reaches out to shake one more hand. In tense Guatemala, bodyguards are considered essential.

**CHARMING ASSISTANCE** on tour was provided by Pat Nixon who, at Honduran ball, sits with Chief of State Lozano (*right*) and U.S. Ambassador Willauer. Nixon wears Honduran award.





**GOGGLED AEC CHAIRMAN** Lewis Strauss, who released the H-bomb report, watches A-bomb test.



**FALLOUT EXPERT**, Ralph Lapp, looks through radiation counter which can be used in danger area.

## FACING THE FALLOUT PROBLEM

The AEC reports and scientist advises what to do about radiation

Last week Atomic Energy Commission Chairman Lewis L. Strauss gave the U.S. the first official facts on a hazard of H-bomb warfare which could kill more people than even the bomb's obliterating blast: its radioactive fallout. Fallout is dust and debris, poisonous with radioactivity, which is drawn up into the blast's cloud and scattered hundreds of miles across the earth. The AEC report, based on studies of U.S. H-bomb tests, revealed that fallout from a single H-blast, carried along by the winds of the stratosphere, could cover a cigar-shaped area of 7,000 square miles with lethal radiation (*right*).

Scientists have been urging the AEC to release this information ever since a group of Japanese fishermen were severely burned in

the fallout from last year's Bikini H-bomb test (*LIFE*, March 29, 1954). Their fate produced speculation in the U.S. about the possibly unlimited deadliness of H-bombs. These frightening facts were accompanied by more welcome statements from Atomic Physicist Ralph E. Lapp, Director of Nuclear Science Service. He said that simple shelters (*next page*) and an inexpensive radiation-testing device (*above*) could save countless lives in the danger area.

Meanwhile the AEC was continuing its studies of airborne radiation. In the first of a new series of atomic explosions in the Nevada desert last week, U.S. pilots exposed themselves to radioactive contamination (*below*) while they dove their planes through the mushrooming cloud gathering samples of radioactive dust.

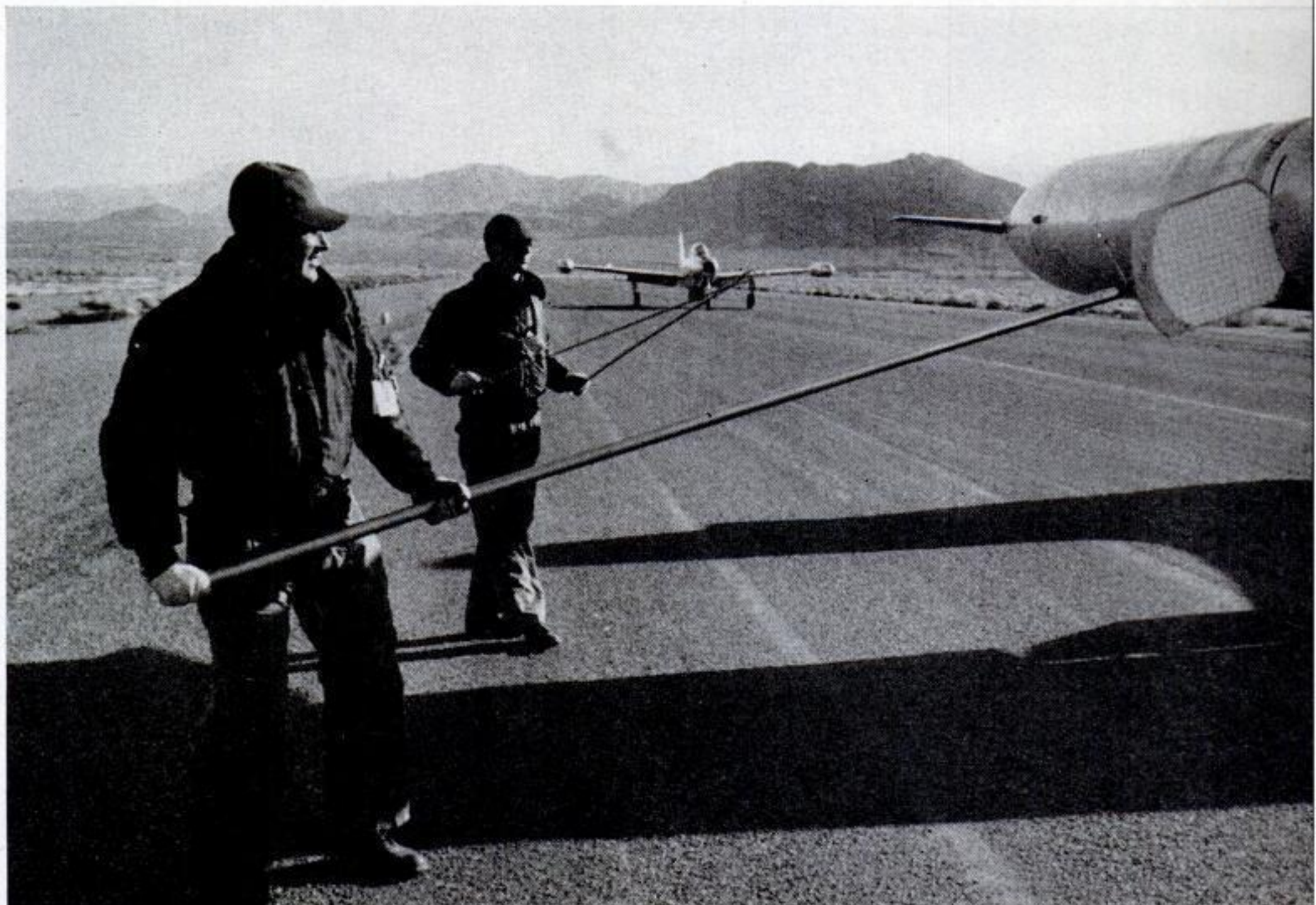


**FALLOUT** from hypothetical H-bomb dropped on Washington D.C., shown in drawing above, could cause deaths as far as New York City, 220 miles away. In 10-mile-wide circle (*red*) everything would

### GATHERING PARTICLES FROM A-BOMB CLOUD



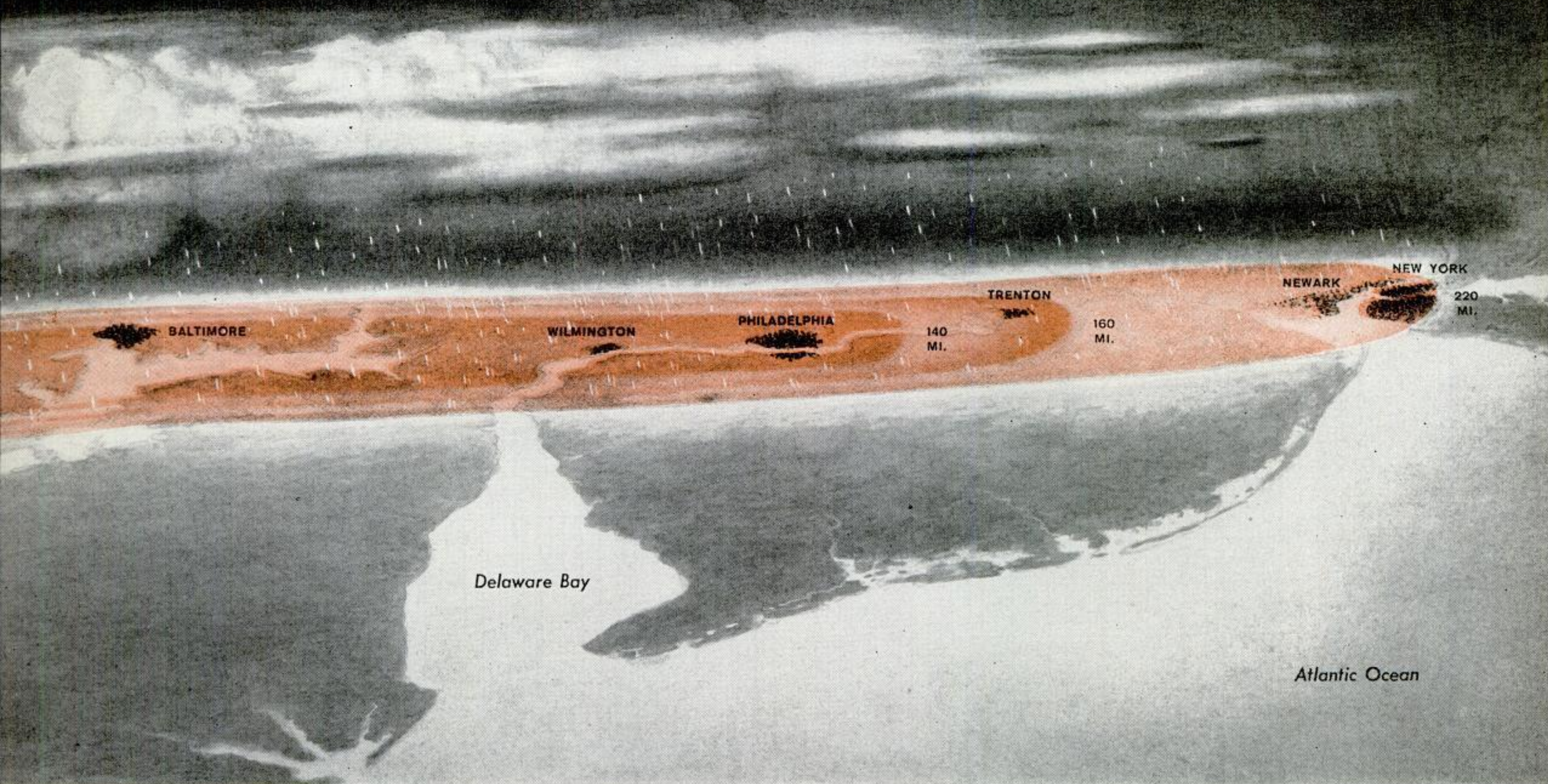
**BABY A-BOMB** explodes at Nevada test site. Larger blast was canceled for fear of dangerous fallout.



**RADIOACTIVE FILTER** is extracted from wing tank of F-84 by crewman using a pole. Plane has just

landed at Indian Springs Air Force Base after flying through atomic cloud. Radioactive fission particles





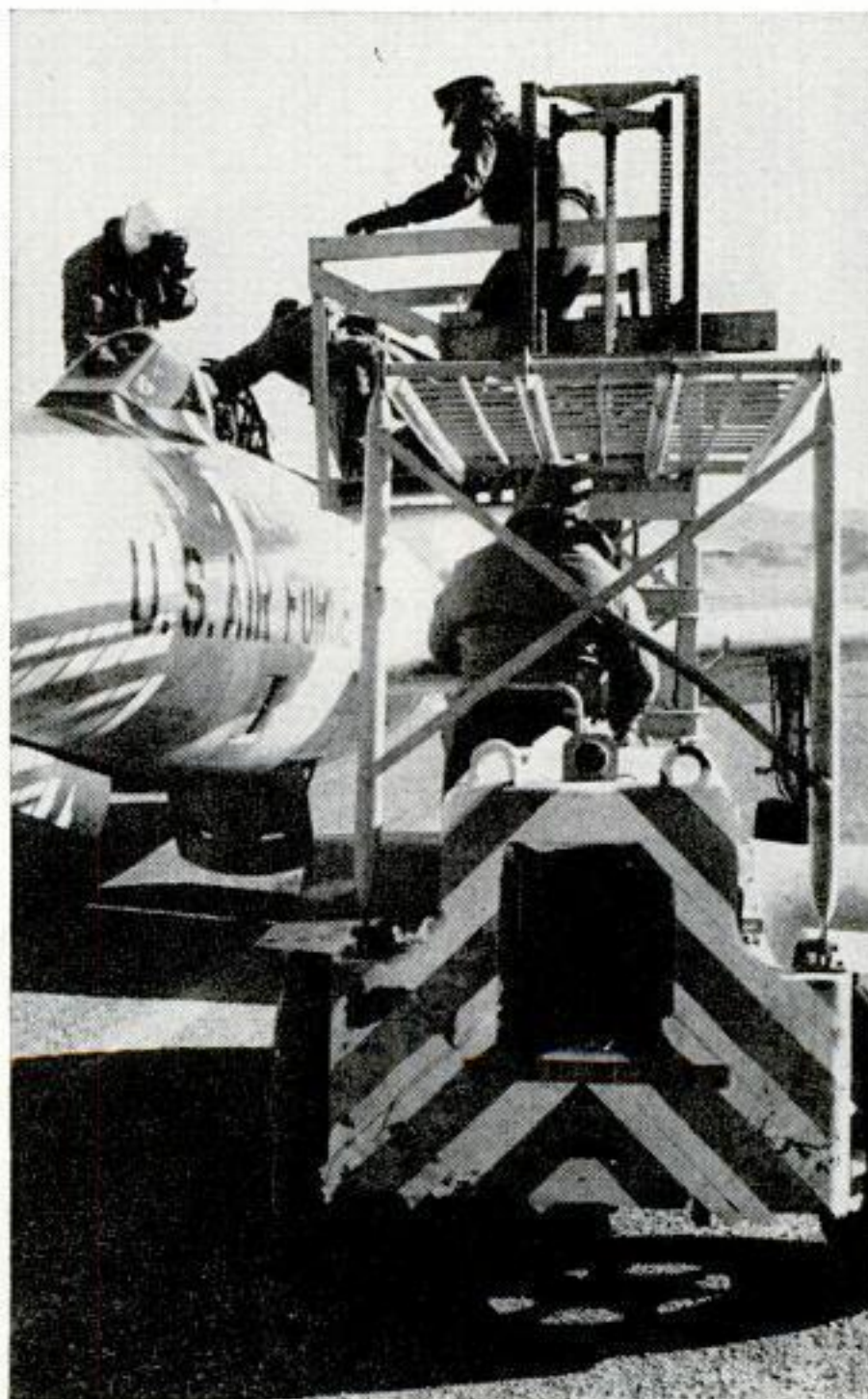
be wrecked by blast. Heavy chunks of radioactive debris would rain down. But lighter debris and dust would be blown 80,000 feet high. Assuming in this drawing that winds are northward, the dust cloud

would drop its radioactive cargo in cigar-shaped zone about 220 miles long and over 20 miles wide. Radiation, decreasing with distance from the blast, would be nearly 100% lethal for unprotected persons out

to 140 miles from ground zero (*light red zone*), diminishing to 50% lethal between 140 and 160 miles away (*pale red zone*) and dropping from 10% lethal to safe between 160 and 220 miles away (*pink zone*).



entering holes in wing tanks were trapped by filters. The size of particles helps predict fallout pattern.

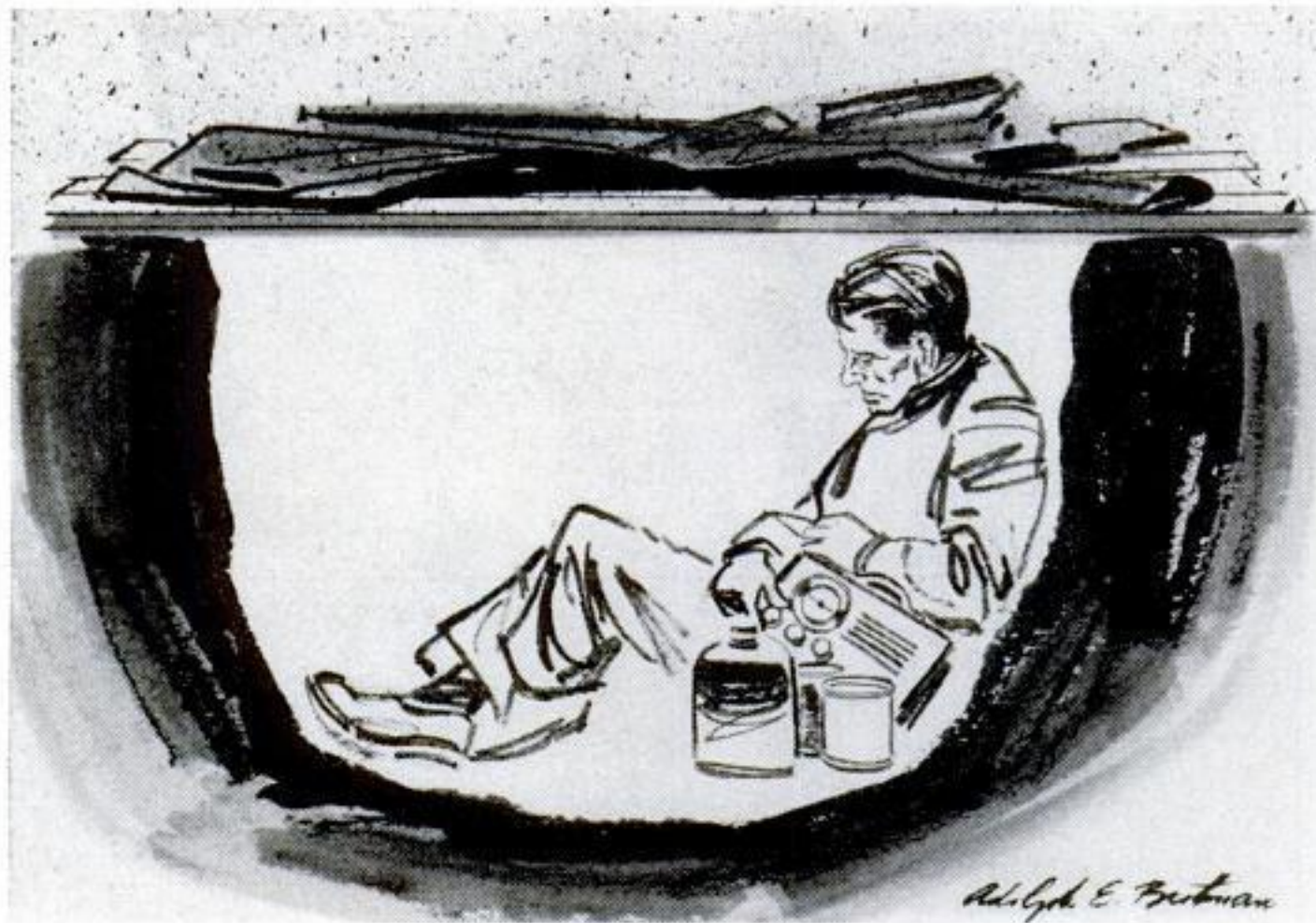


**FORKLIFTED PILOT** leaves his airplane, being careful not to touch its radioactive outer surfaces.



**HOT SHOWER** decontaminates Lieut. Colonel James Watkins who wore lead vest in atom cloud.





**FOXHOLE SHELTER** might be dug after the radio warning and before start of fallout, and even if left uncovered, provides 95% protection. A cover, desirable for extra protection, should be shaken free of radioactive dust occasionally.



**CELLAR** makes a fairly safe shelter where a family can wait out the danger period in relative comfort. Much safer would be special shelter with lead-lined door leading from the basement and with several feet of earth packed overhead.



**BARN**, with high roof, keeps radioactive particles at a distance. An extra shelter of tarpaulin over a wagon guards against dust seeping through walls.

## RULES FOR A SHELTER AND FOR A CLEANUP

Unlike dwellers trapped in H-bomb blast areas, who have small hope for survival, people in fallout areas probably can protect themselves by following the simple rules illustrated on this page. The news of an H-bomb attack will be announced over the radio, and most people will know about it before the thin veil of stinging dust comes settling down out of a clouded sky over forest, farm and village.

The important thing to do is not to run away. Those who try, unless they happen to be on the edge of the fallout area, will expose their bodies to fatal radiation during the first few hours of their flight. The first thing to do is to take shelter, preferably below the earth, as the drawings above and left explain. After a few days, when the surrounding radioactivity is greatly reduced, people may leave shelter long enough to take the decontamination steps shown in drawings at right and below.



**HOUSE WASHDOWN** to remove collected radioactive dust is the first decontamination step. Faces should be masked to avoid breathing in particles.



**TURNING OVER TURF** is necessary to bury radioactive dust which falls on lawns and gardens. Buried dust may make future plants and crops radioactive. Clothing worn during decontamination process should be changed and buried.



**UNCONTAMINATED WATER** should be drawn at first from basement hot water tank which had no contact with fallout. Radioactivity in reservoir dwindles quickly. Canned food is safe to eat but fresh food must be scrubbed and peeled.





*The Soup everybody loves—created from the famous Campbell Tomato. It's a perfect purée-blended with creamery butter and delicately seasoned. Make it with milk for extra goodness!*

Quick—nutritious—and simply delicious!

**Campbell's** Tomato Soup



Start your meals with soup!





## American Motors with the all-new 1955



**New Hudson Hornet V-8 Engine** — latest, greatest of the V-8's. Short-travel pistons operate closer to cylinder explosion, deliver faster pickup. Or choose the Hornet Championship Six — with more than 150 stock-car victories. Super induction gives the Six instant action. Twin H-Power at slight extra cost.

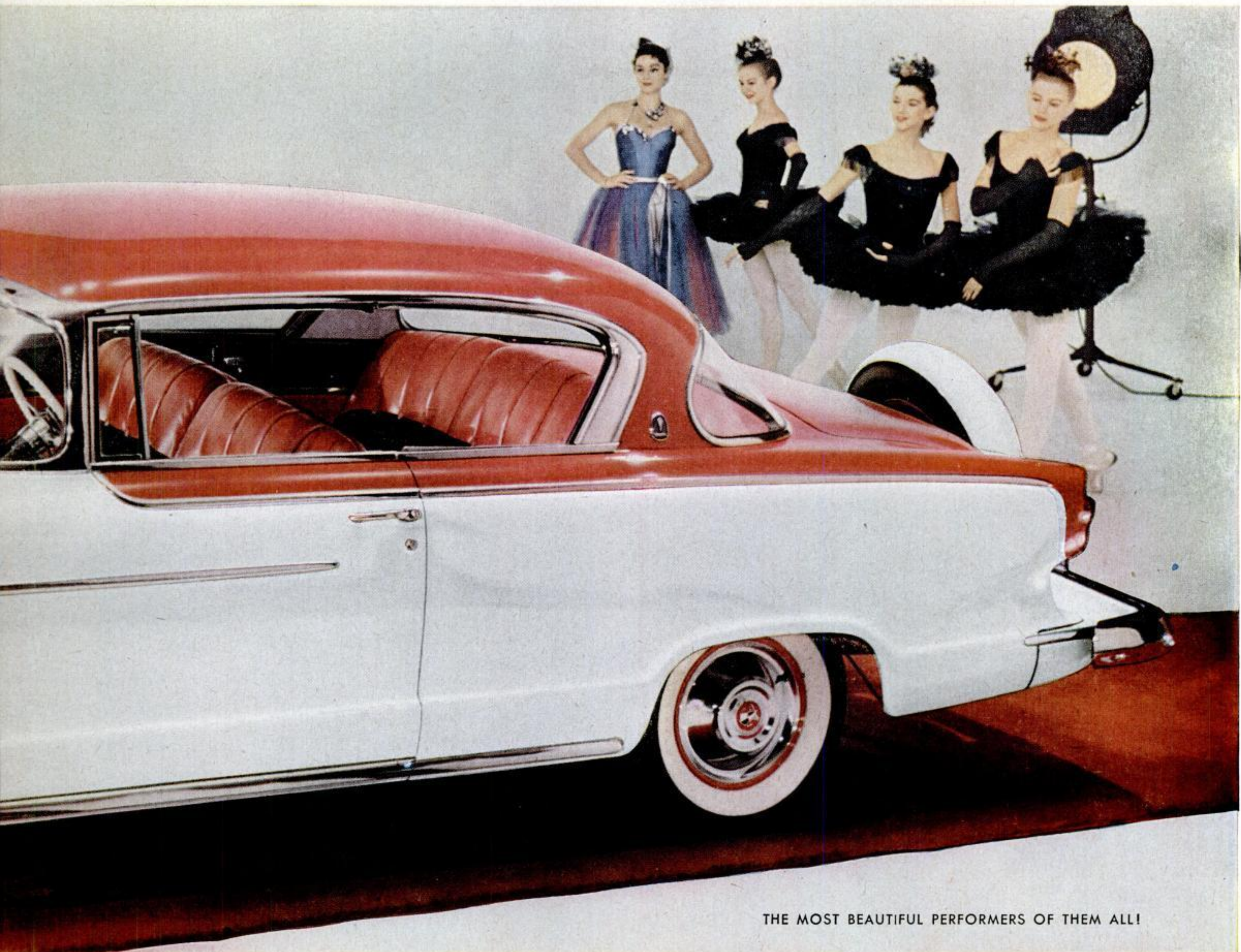


**New Wasp**, smartest new car in the low-medium-price field — American Motors' vast facilities bring you exclusive new features, as shown to the right, and save you money, too! Spectacular Wasp is all-new, inside and out — new ease of handling, new ride — and luxury far beyond its low price.



**New way of life on wheels** — with **Airliner Reclining Seats** that let the passenger rest away the miles in a seat adjustable to five comfortable positions. Driver, too, can adjust seat to avoid fatigue. Available in combination with **Twin Travel Beds** — a single bed while traveling, twin beds for nighttime stopover.





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Beautiful performers . . . the brilliant, new Hudson Hornet and the bright, young stars of the New York City Ballet.

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. . . with a sensational, new V-8 engine . . . with a livelier,  
easier-to-handle Wasp . . . with new high-fashion styling, inside and out



**Stays new, rides smoother**—Two more exclusive features by American Motors: **Double Strength Single Unit Body**—twice as rigid, twice as strong, twice as safe. **Deep Coil Ride** is soft, steady with long coil springs mounted high above wheels, slanted outward, for anti-sway safety.



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## HUDSON

### HORNETS

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### METROPOLITANS



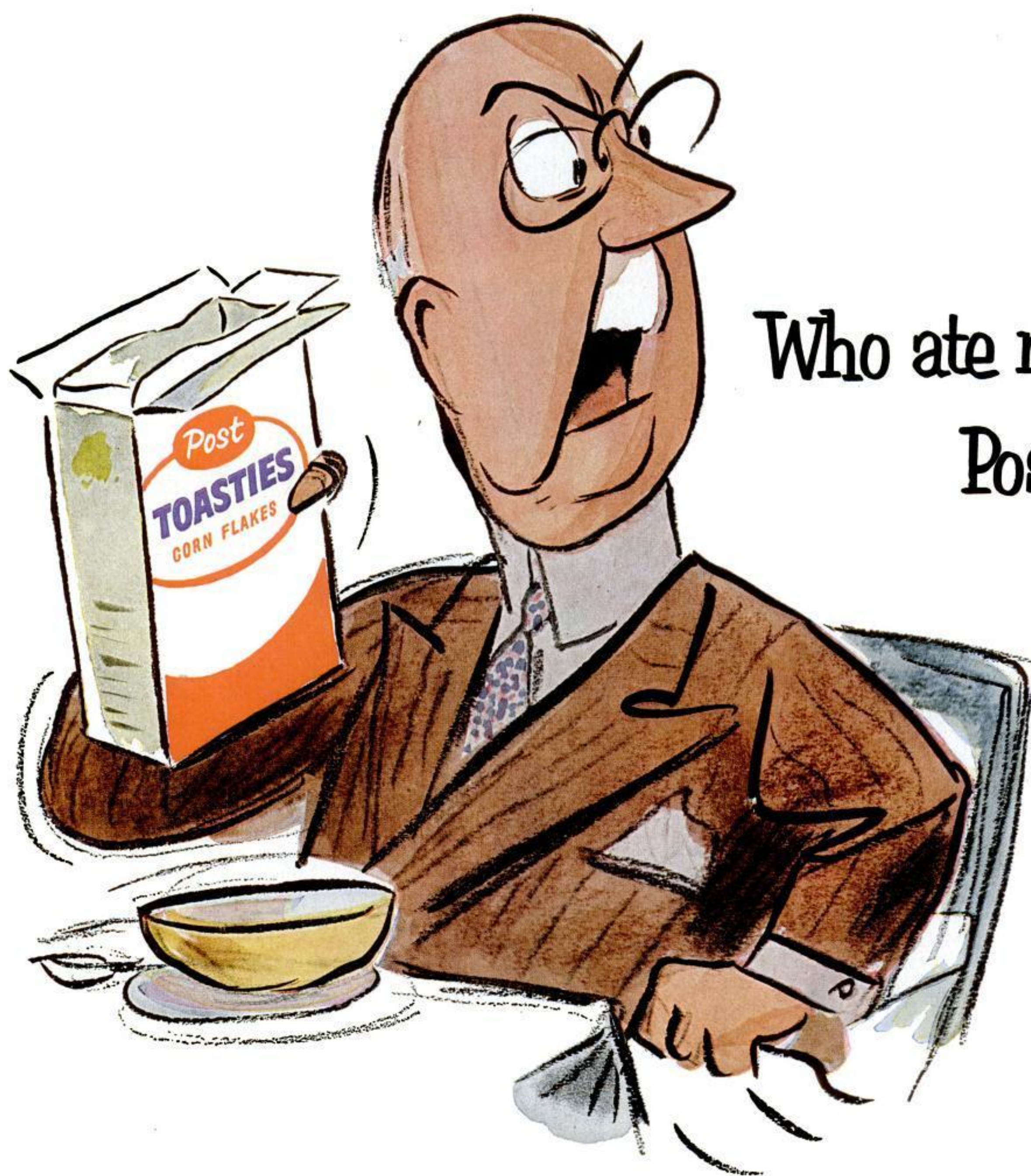
PRODUCTS OF AMERICAN MOTORS

Power steering, power brakes, power-lift windows and fully automatic transmissions available at extra cost.

See **"Disneyland,"** great new all-family show, ABC-TV Network. Check TV listings for time and station.

Standard trim and other specifications and accessories subject to change without notice.





Who ate my  
Post Toasties?

Absolutely outrageous — to have to start the day  
in any other way than with your customary Post Toasties.  
No other corn flakes can touch their subtle-sweet, rustle-crisp,  
wonderfully satisfying flavor — so send immediately  
to the store and tell the man you want some more.

For goodness sake — get **Post Toasties!**



# A NEW EISENHOWER IN COMMAND

## AS LEADER OF 'ALL THE PEOPLE' HE NOW REALIZES HE MUST ALSO LEAD HIS PARTY

Recent visitors to the White House have noted a number of refreshing changes in the President. They come away talking of a "new Eisenhower" who not only has acquired a liking for his job but has come into command of all its meanings, with a mastery as sure and superb as that which Eisenhower the soldier always had. Before, while others sought a leader, he sometimes acted as if he sought one too. Now he leads. Where he had often acted like a passenger, he is now unmistakably the driver.

What accounts for the change? To his military roles, Dwight Eisenhower took a self-confidence born of experience. To his higher civilian role, he brought a hesitation born of humility and the assumption that men who had long specialized in matters of political government were far wiser than he. For many months he listened open-mindedly to various and conflicting advice and, weighing it, acted according to the best dictates of his conscience and his judgment of these men. He has seen enough results now to know that politics deals with an imponderable and unpredictable area in which his own common sense (which he possesses in uncommon abundance) is apt to be just as good, if not better, a guide as their greater experience. In a sense then, the new Eisenhower is one who has learned to trust his own instincts.

But there is a still greater difference in the new Eisenhower. Before, he had treated "politician" like a dirty word. Now, he often talks politics, with all the eagerness of a late-comer anxious to master its peculiar skills, as if he has discovered its tactics and strategy are not essentially different from those of military science. Eisenhower had considered himself as "President of all the people," above politics. Now he recognizes that an effective President must not only act as the leader of all the people but also as the responsible leader of his party, including in his case the millions of new recruits who are "Republicans" only as believers in Dwight D. Eisenhower the man. Forcefully, vigorously, he is now rearing a positive standard to which all his followers can cleave. He has given up leaning over backward to be walked on by the wild men of his own party, who were doing their best to make it commit suicide. Now Eisenhower implies that it is good riddance when McCarthy, Malone, Jenner & Co. go flapping off into the nether spaces of Colonel McCormick's Old Guard reaction. He knows their enmity will attract millions more to his standard among moderates who are tired of extremes on either side of the political road. He is making common cause with the men of both parties who want to walk his middle path of "dynamic conservatism."

Everyone who has known Eisenhower in earlier roles knows that he habitually reserves judgment, listens hard, weighs facts—then acts decisively. Those who watched him, as supreme commander, handle with consummate skill what was predominantly a political task, know also that he has an unerring gift for getting the utmost, in harmony and devotion, out of men with widely divergent views. Ike has been doing the same in his new role as politician; what woke him to the necessity of performing it was the Republican defeat last November. It taught him that the Republican party, without his own candidacy, is still a minority party, and that while the voters will elect intelligent progressives like Clifford Case, they also can mow down mediocrities and mossbacks with machine-gun precision. This made Eisenhower realize that his task as political leader is primarily to rejuvenate the party with a forward-looking leadership which is going his way. As a result, he has recently turned his famous

weekly stag dinners into an instrument to bring this about. Time and again he bespeaks his admiration for "men young in attitude," men like Cliff Case, Indiana's Charles Halleck, Eisenhower Democrats like Texas' Robert Anderson and James (Citizens for Eisenhower) Murphy. He holds up the Murphy movement as typical of the zeal needed to clean out the rusty and lethargic Republican machines at the precinct level. But at the same time he brings all his powers of charm and persuasion to bear on diehard partisans to win them over to his concept that the party must progress or perish. Such talk is infectious. As Jim Murphy himself puts it, "You just want to start marching!" And Ike gives them marching slogans:

- The party must find and back good men as candidates.
- It must stand for something positive, else be "merely a conspiracy to seize power."

- Too many Republicans think of social progress as socialism, while too many voters think of the Republican party as opposed to social progress. The party must reshape itself in the public mind as it was in Teddy Roosevelt's day, vigorous and going somewhere.

- It must be truly conservative by preserving the best of the past, including the necessary New Deal reforms of the 1930s. It must be truly progressive by improving such measures which have fallen behind the times, as with social security benefits which did not keep pace with inflation.

We hope that Eisenhower hews steadfastly to this political common sense for it fits the need and spirit of our times. His program makes room for those Democrats who still like social progress but got tired of corruption and the moral fatigue of a party too long in power. At the same time it invigorates the Republican party by isolating the remaining antediluvians as a disgruntled minority. For Eisenhower is a coalition President, just as he was a coalition commander, and his coalition is working smoother now under conservative Southern Democrats in Congress, whose thinking generally is close to Eisenhower's, than it did under Republican extremists who never really accepted his moderate program. A genuine "era of good feelings" seems to have come about that is almost as tangible as that of 1817 when President Monroe not only lacked opposition from his recent Federalist enemies but found them following him as a leader. It is indeed startling but true that no very deep issue any longer divides the parties.

In his new book, *The Public Philosophy*, Walter Lippmann expresses the gloomy judgment that popular democracies have been in a long historic decline since World War I because their leaders no longer dare to do things that are right even though they may be unpopular. Lippmann laments also the growing neglect by democracies, in a sort of public agnosticism, of the moral bases of their doctrines, the assumption that the rights of men derive from a universal law, endowed by a Creator. Lippmann's thesis may be sound about some democracies. But the unity which Eisenhower inspires is enabling him to lead with a strength and sureness which belies the assumption of decay. This was evident last week in two striking instances. One was the resolute manner in which he showed a readiness to use force if necessary in the Formosa Strait while at the same time making clear the terms on which peace could be preserved. It was evident also in the bold and daring way Secretary Dulles appealed to Soviet nationalists like Marshal Zhukov to seek the real interests of their nation. As for respecting the divine source of law, that is surely still a rock of faith with a president who opens all his Cabinet meetings with a prayer.



# A LOOK AT THE WORLD'S WEEK



## PINEAU GOING, MENDES SMILING

In Paris a Socialist, Christian Pineau, asked by President René Coty to form a government, emerged with an uneasy look from a conference about a cabinet. Behind him Pierre Mendès-France, whose government had recently been overthrown, stood and smiled. Two men before Pineau had tried to form a government and failed. When the Chamber refused to accept Pineau, the newspapers denounced it for pushing the country "toward catastrophe." President Coty called in party leaders and told them to pick the next candidate themselves.





## THE BROODING LOOK OF A CHAMPION

With his whiskers properly clipped and his nose vaselined to bring out the highlights, an English-born bulldog, Ch. Kippax Fearnought, won U.S. dogdom's top laurels, the best in show award of the Westminster Kennel Club's show in New York's Madison Square Garden. First of his breed to win the award since 1913 and only the second to win it since the award was established in 1907, Fearnought was brought to the U.S. 14 months ago by Dr. J. A. Saylor of Long Beach, Calif., who bought him after seeing his picture in a magazine.

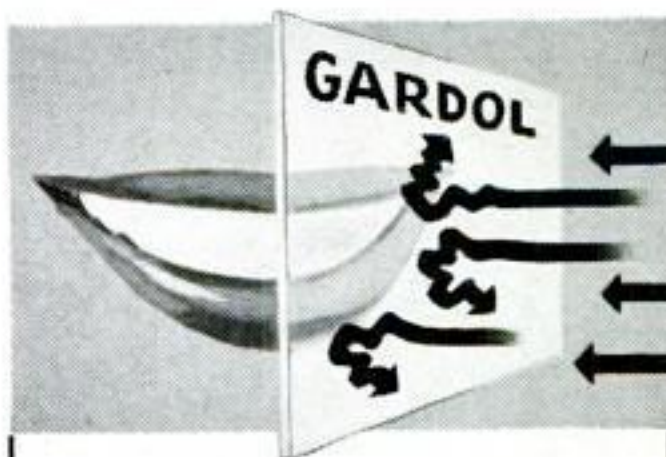
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**EVEN IF YOU BRUSH YOUR TEETH  
ONLY ONCE A DAY  
Colgate Dental Cream  
Gives The Surest Protection  
All Day Long!**

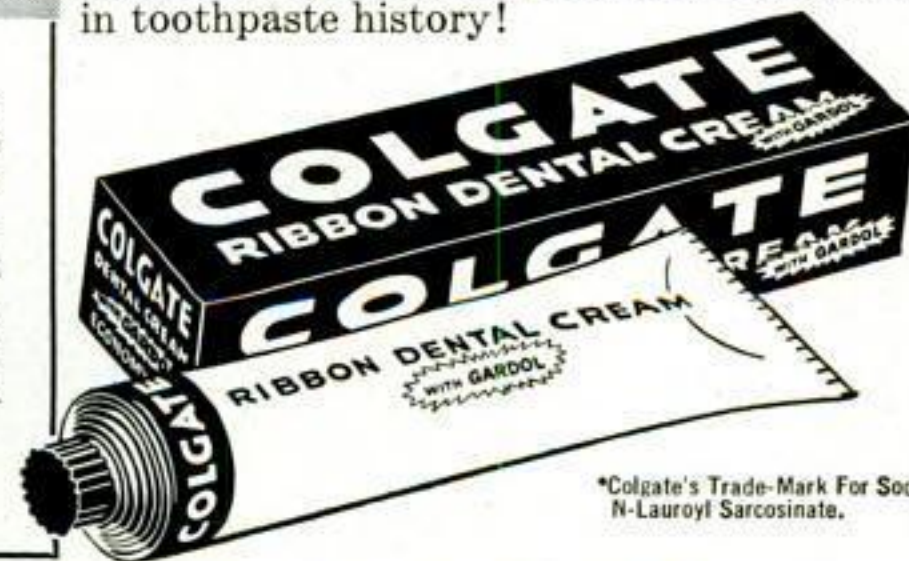


**Brushing For Brushing, It's The Surest Protection  
Ever Offered By Any Toothpaste! Because Only Colgate Dental Cream  
—Of All Leading Toothpastes—Contains GARDOL\*  
To Stop Bad Breath Instantly—Guard Against Tooth Decay Longer!**



Gardol, Colgate's wonderful new decay-fighter, forms an invisible shield around your teeth. You can't feel it, taste it, or see it—but Gardol's protection won't rinse off or wear off all day. That's why Colgate Dental Cream with Gardol fights tooth decay 12 hours or more!

**BRUSH AS OFTEN AS YOUR DENTIST TELLS YOU!** But remember! Even if that's only once a day, Colgate Dental Cream gives the *surest* protection all day long! Stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!



\*Colgate's Trade-Mark For Sodium N-Lauroyl Sarcosinate.

**Every Time You Use It . . . New Colgate Dental Cream  
CLEANS YOUR BREATH *WHILE IT* GUARDS YOUR TEETH!**

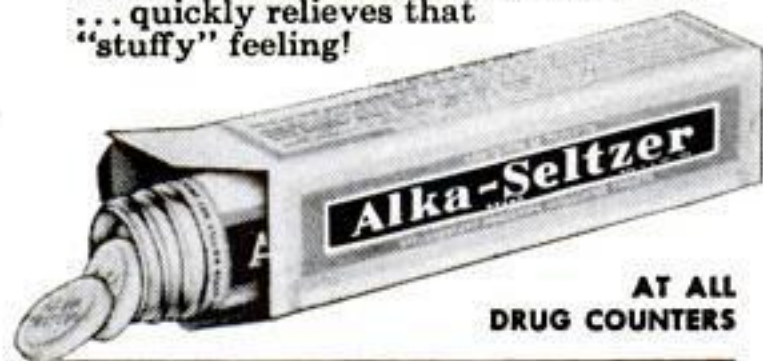




What  
a  
relief!

Take  
**Alka-Seltzer**<sup>®</sup>  
for  
**ACID INDIGESTION**

Enjoy TRIPLE-COMFORT relief! ALKA-SELTZER reduces excess stomach acidity with *Instant Alkalizing Action*... soothes your stomach... quickly relieves that "stuffy" feeling!



AT ALL  
DRUG COUNTERS

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*This is a* **REEVES** *fabric*



Little Leaguers play with more confidence... get more pleasure and satisfaction from their game... when they're wearing their own authentic uniforms. Popular Reeves Cricket-T-Cloth, used in approved uniforms, is extra-sturdy for base-sliding wear and lasting "big league" appearance. Washable. Look for them at your favorite sporting goods dealer.

LOOK FOR THIS TAG  
... your assurance  
of fabric satisfaction



Fabric by REEVES BROTHERS Inc., 54 Worth Street, N. Y.



### A SPORTS CAR SPECTATOR LIVING DANGEROUSLY

During a race near Los Angeles, a Jaguar plowed into a trackside ditch, then hurtled the 3-foot embankment. The flying dirt knocked spectator Carl Kirby to the

ground. The leaping car landed with wheels straddling him, then stopped short. Spectators rushing up to extricate Kirby found him miraculously alive.



### A FASHION'S RETURN AFTER 45 YEARS

An elderly customer entered Bergdorf Goodman's in New York, unwrapped a black-and-white checked coat (*left*) she had bought there in 1910 and pointed out how contemporary it still looked. Taking the cue, the store copied the style (*right*) and last week put it back on the market.



### A FESTIVE BULLFIGHT'S FRIGHTENING FINISH

Hunucmá (pop. 4,600), a happy-go-lucky, henequen-growing town 16 miles from Mérida, capital of Yucatan, flings itself a Mayan wingding every now and

then. Last week, while it was enjoying one, a temporary bull ring collapsed, the stands falling all around the circle. Fourteen spectators were reported killed.





## worth every woman's while

*We will refund the full purchase price when you buy your first box of New Design Modess...because...we know you'll be thrilled with this completely different napkin that brings you the luxury of a whisper-soft fabric covering\*—no gauze—no chafe!*

*Its softness is its strength! New Design Modess is stronger, more absorbent. A wonderful combination of comfort and security you can count on...month after month.*

**Get your first box of New Design Modess at our expense . . .**

- 1.** Buy a box of 12 New Design Modess at your favorite store.
- 2.** Remove the perforated box flap. Send it with your name and address to Personal Products Corp., Dept. 4, Milltown, N. J. (In Canada, use Box 1590, Toronto.)
- 3.** By return mail we will refund your full purchase price of 39¢. This offer expires March 18, 1955.

*\*See the actual fabric  
in this picture!*



# New! Amazing Mazola



**Tenderest crust ever...no rolling pin...  
no bowls...no floury muss! Mazola Oil method  
gives rich tender pie crust every time!**



## NEW! *You make it* IN THE PAN

Actually easier than pie crust mixes! With this new NO-ROLL method the dry ingredients and Mazola Oil are measured quickly, mixed easily with a fork...right in the pie pan.

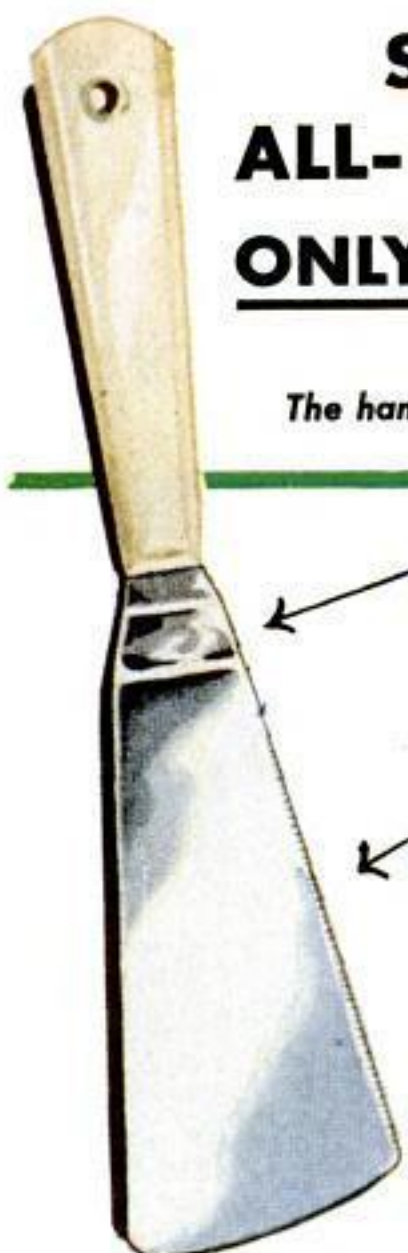
## NEW! *You shape it* IN THE PAN

With Mazola NO-ROLL pie crust you just gently push and press the dough evenly with your fingers to line bottom, sides and rim of pan. So easy to handle...and always tender.

## NEVER BEFORE A CRUST LIKE THIS

As you take this crust from the oven notice the perfect shape; it doesn't shrink from the pie pan...a crust so tender you handle it with loving care, a real masterpiece.

## Special Offer!



**SENSATIONAL  
ALL-PURPOSE SERVER**

**ONLY 50¢** and 1 MAZOLA Label  
\$1.25 VALUE

*The handiest kitchen tool you've ever used!*

**New Stepdown Blade!** Flexible stainless steel blade is 5½-inches long, permanently attached to 5½-inch pearl-white handle. Perfect pie server, cake server.

**Serrated Cutting Edge!** Slices pies, cakes, quick and clean...thick or thin...always stays sharp.

**New Curved Edge!** Fits any utensil, ideal as spatula, too!

**Get Yours Today!** Send just 50¢ and 1 Mazola label with your name and address to Mazola, Box 6, Trenton, New Jersey.

Offer expires August 30, 1955; subject to withdrawal without notice; void wherever prohibited, taxed or restricted.



Produced by  
Corn Products  
Refining Co.

### MAZOLA NO-ROLL PASTRY SHELL

(Single 8 or 9-inch crust)

1½ cups sifted all-purpose flour	1 teaspoon salt
1½ teaspoons sugar	½ cup MAZOLA Oil
	2 tablespoons cold milk

Sift dry ingredients into pie pan. Combine Mazola and milk in measuring cup. Whip with fork and pour all at once over flour mixture. Mix with fork until flour is completely dampened.

Press evenly and firmly with fingers to line bottom of pan; then press dough up to line sides and partly cover rim. Be sure dough is pressed to uniform thickness.

To flute, pinch dough lightly with fingers. *Do not use a high fluted edge.*

**For baked shell:** Prick entire surface; bake in hot oven (425°F.) 12 to 15 minutes. Cool; fill as desired.

**For unbaked shell:** Fill as desired and bake in hot oven (400°F.) 15 minutes; then reduce to moderate (350°F.) and bake until filling tests done.

**This rich, tender crust stays crisp..**

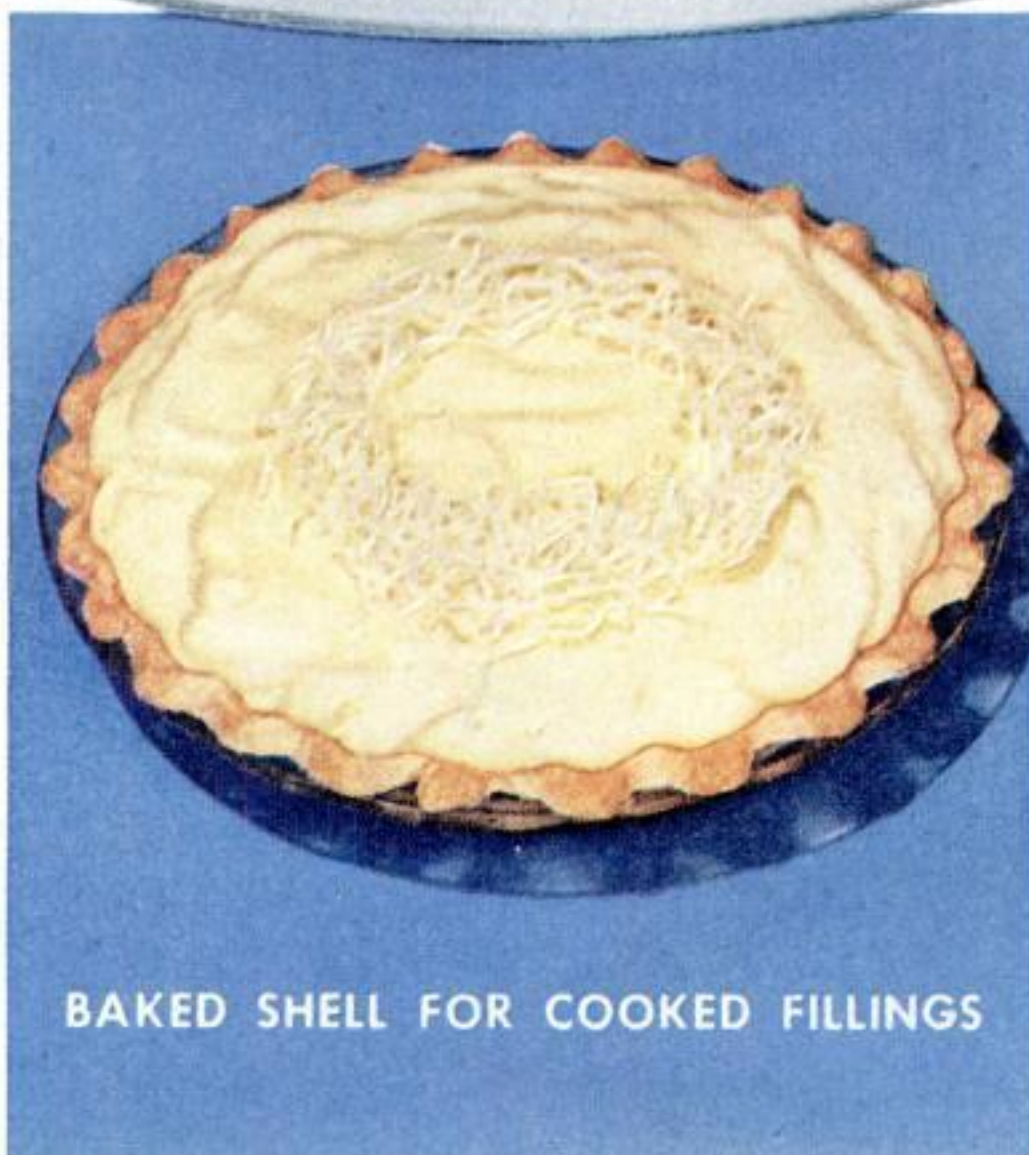




# NO-ROLL Pie Crust



UNBAKED SHELL FOR BAKED FILLINGS



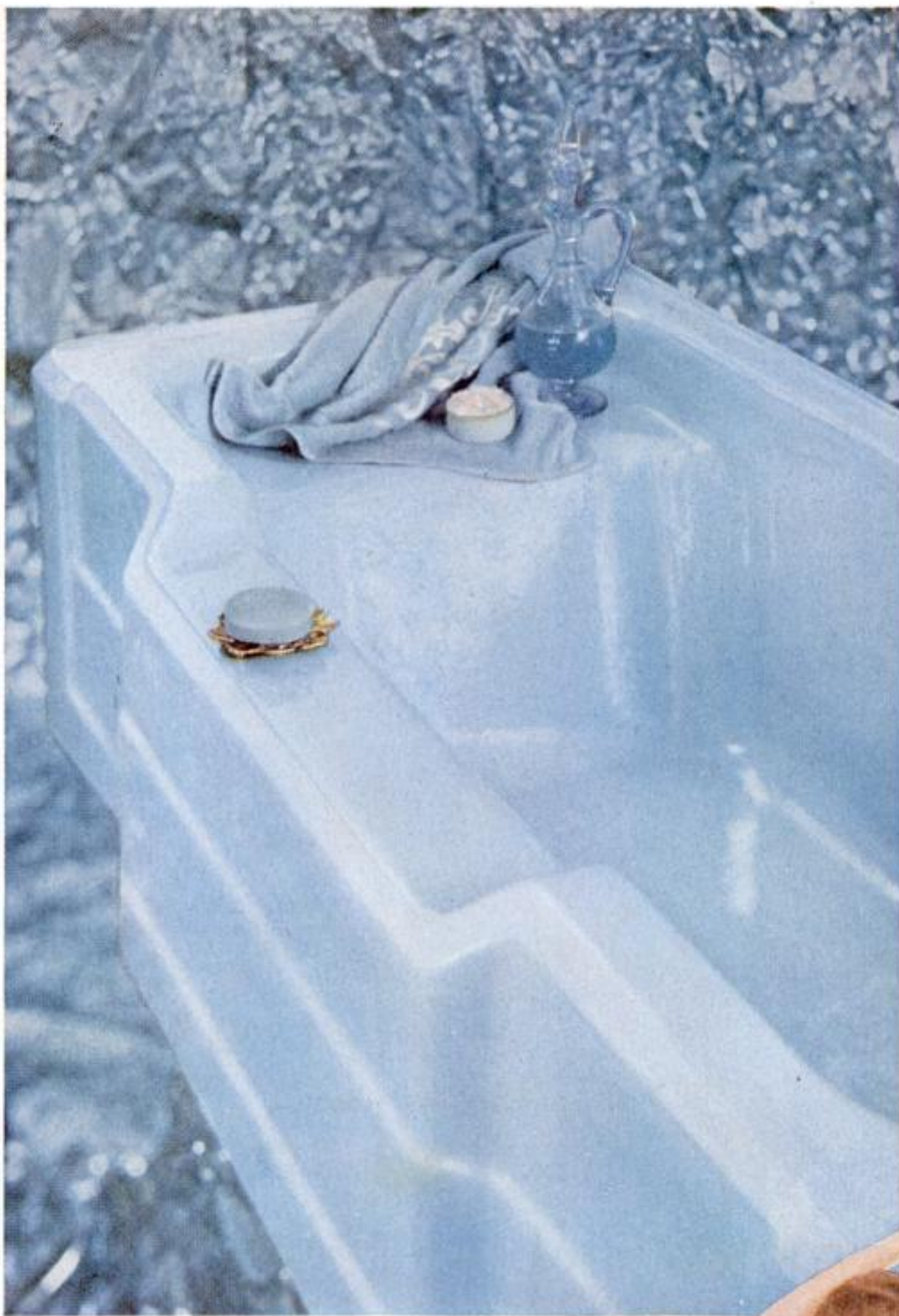
BAKED SHELL FOR COOKED FILLINGS



**Crumble Crust 8 or 9-inch Pie:** Combine as for Mazola No-Roll Pastry Shell, using 2 cups flour, 2 teaspoons sugar,  $1\frac{1}{4}$  teaspoons salt,  $\frac{2}{3}$  cup Mazola and 3 tablespoons milk. Set aside about  $\frac{1}{3}$  dough for topping. Press remaining dough into pan as for single crust. Fill with desired filling. Crumble dough for topping into small bits and sprinkle over filling. Bake in hot oven (400°F.) 15 minutes; reduce to moderate (350°F.) and bake 30 to 40 minutes longer; until crust has browned and filling is done. *Prepare filling before making pastry.*

**...no matter what the filling...delicious to the very last bite!**





# ELJER

DIVISION OF THE **MURRAY** CORPORATION OF AMERICA



*Look once—twice—forever*

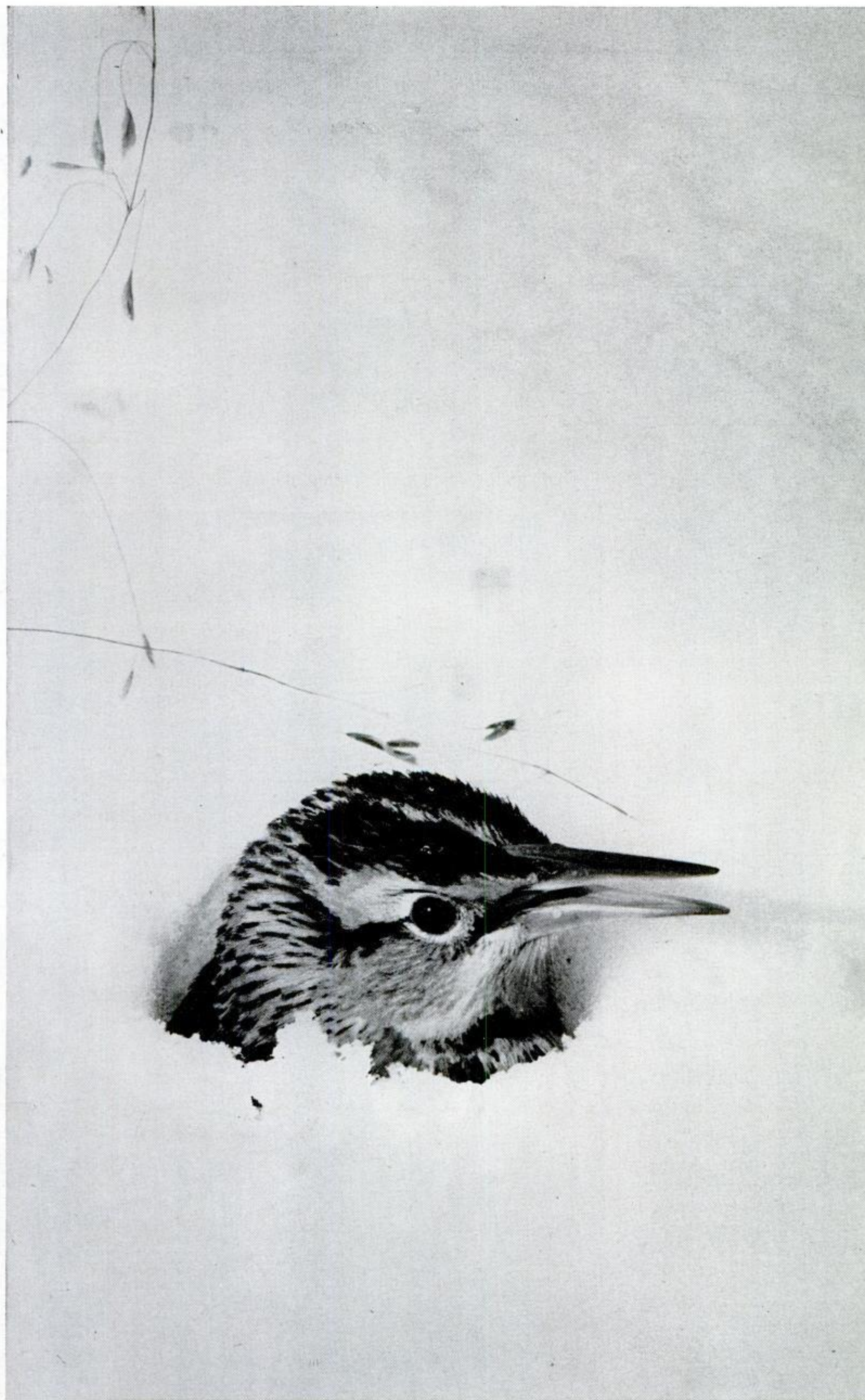
at these more-than-lifetime  
bathroom fixtures in cast iron,  
formed steel, vitreous china! Their  
smart, unfading shades will spark  
each changing fashion. Their  
bright chrome fittings serve you  
faithfully and well. Eljer, Division  
of The Murray Corporation of  
America, Three Gateway Center,  
Pittsburgh 22, Pennsylvania.



**ELJER**

*—the only name she needs to know in plumbing fixtures*





## A SNOWBOUND MEADOWLARK

Bad weather in the U.S. brought with it some bad days to the bird world. Walking across the fields near Raleigh, N.C. after an unexpected 11 inches of snow, Photographer Jack Dermid heard scratching at his feet. He poked a hole in the crust and out popped a

meadowlark's head. The night's heavy snowfall had trapped the bird while it was sleeping among tufts of tall grass. Once released the lark appeared none the worse for wintry wear. Meanwhile, far to the northwest, another bird rescue was underway (next page).

CONTINUED ON NEXT PAGE

Come out of that stuffy  
**HEAD COLD FOG**



**Breathe Again!**

Don't go on suffering all the miseries of a head-cold! Open up your nose—in seconds—with soothing Vicks Va-tro-nol Nose Drops. Reduces swelling, makes breathing easier. A few drops up each nostril as directed gives wonderful relief.

**VICKS VA-TRO-NOL**  
NOSE DROPS

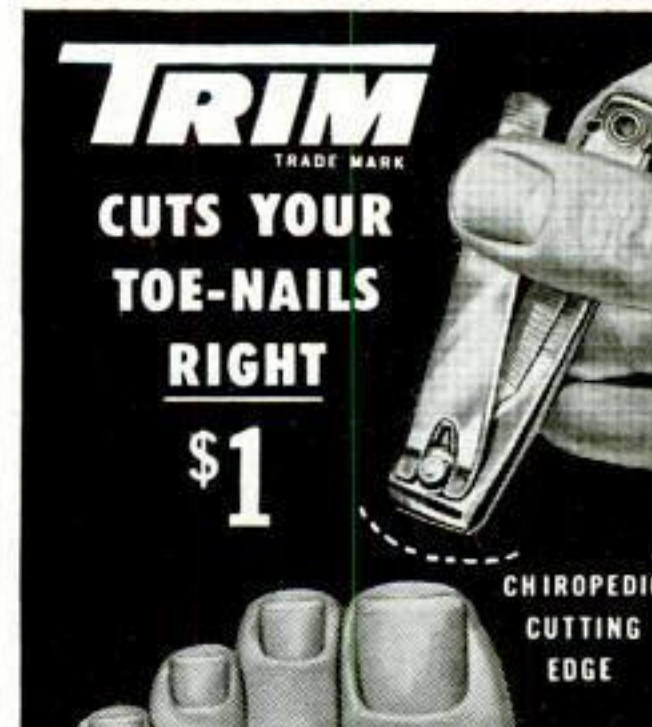
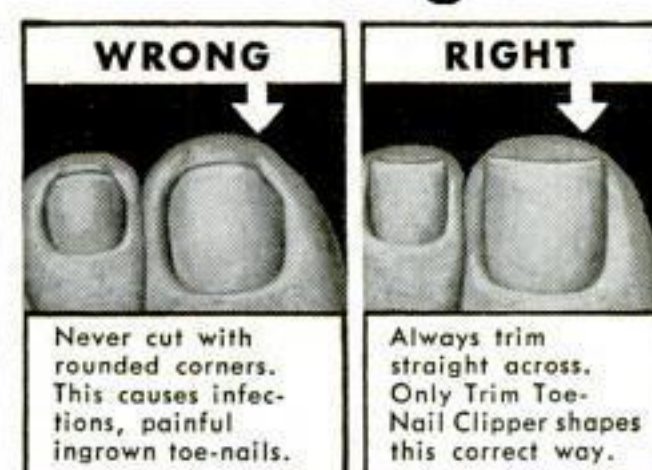


**NOW—for children...**

a new, different aqueous nose drop that clings to give longer relief. Milder-feeling. Fully effective.

New Mild Vicks Va-tro-nol Nose Drops For Children

**Bet you cut  
your toe-nails  
wrong!**



**TRIM cuts as chiropodists recommend.** Safer, easier, faster than scissors or other clippers. Look for the unique "chiropedic" cutting edge (shown above) found only in TRIM. At stores everywhere, guaranteed.

W. E. BASSETT CO., DERBY, CONN. \*pat. pending





## What a difference 30 seconds would have made!

*And how much worse off we'd have been  
without Hartford "hometown service"*

*(Based on Company File #WD 963AL168-9-70K)*

My wife and I were on a cross-country vacation trip. As we were driving across a bridge, a truck coming toward us went out of control. There was no escape. We were trapped in its path!

The hospital notified our Hartford Agent. Hundreds of miles away, he did what any Hartford Agent does when an emergency like this comes up. Through Hartford Day-and-Night Service, he arranged for the Claim Office nearest us to take over at once.

A Hartford representative got to the hospital before the doctors thought I was able to talk to him. So, on his own, he got busy doing things for us.

He had our luggage placed in safe-keeping. He checked on the damage to our car. Visited the accident scene. Interviewed the highway patrol.

Gathered information for our claim report. You can imagine how relieved and happy Joan and I were to have a man like this on hand to help us.

Under my Collision insurance, Hartford Fire Insurance Company paid \$1500 for the damage to my car. Under the Medical Payments section of my Liability insurance, Hartford Accident and Indemnity Company took care of hospital bills amounting to \$1045.

But over and beyond the money were the Hartfords' facilities for providing "hometown service" *anywhere*. That's the reason we'll always carry our insurance through our local Hartford Agent—we can depend on him and his companies to take good care of us when we need help.



*Year in and year out you'll do well with the*

# Hartford

Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

Birds CONTINUED

## ... AND AN ICEBOUND SEA GULL



**FROZEN FAST** in the Milwaukee River on ice floe where it roosted, a sea gull rides 20 feet offshore. A passerby called the Wisconsin Humane Society.



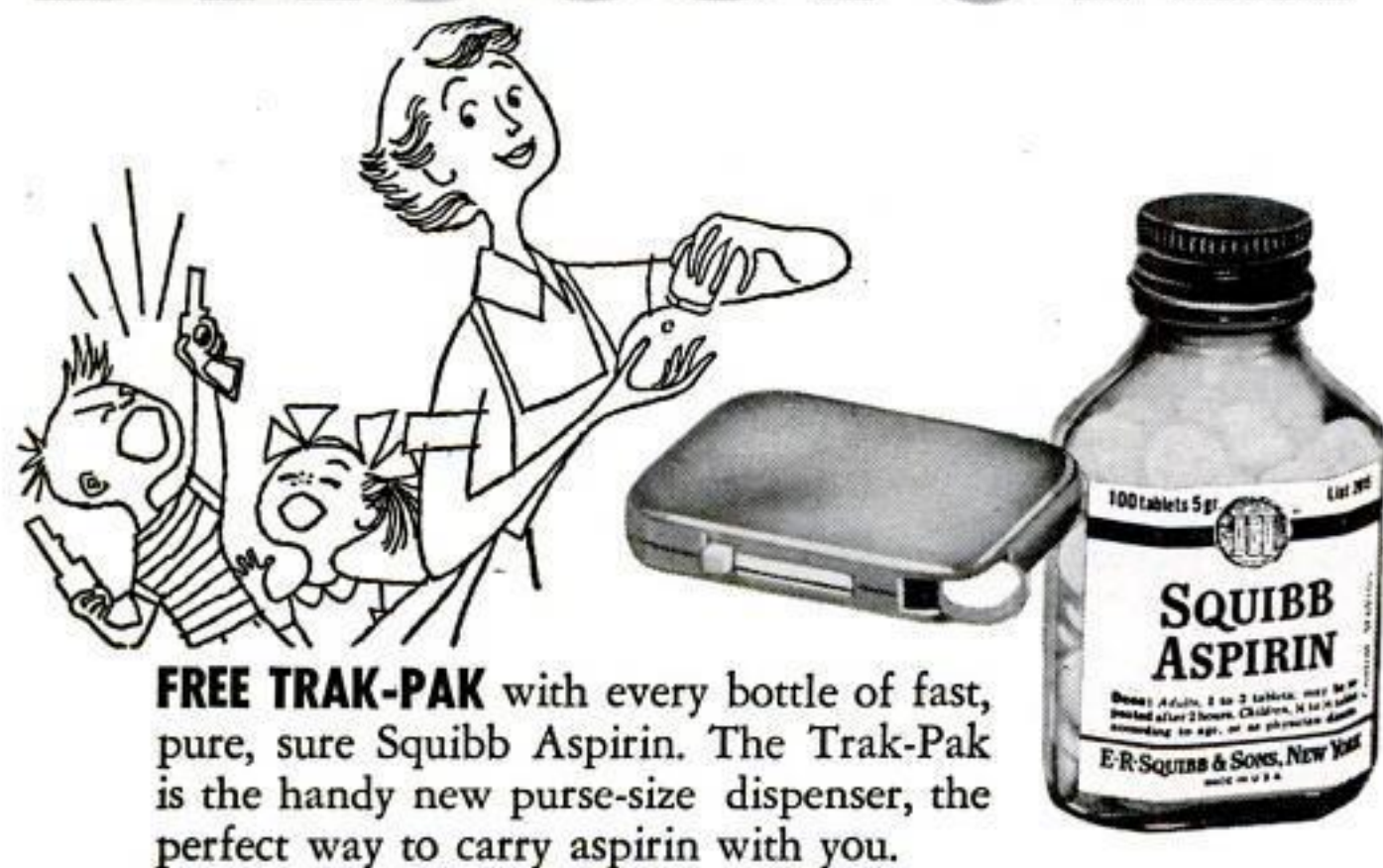
**FLAPPING FUTILELY**, the gull tried to free itself as the fireboat *Deluge*, which regularly patrols the river to break the ice, approaches for the rescue.



**FINALLY FREE**, the gull is hauled aboard the fireboat by a fireman. The gull was given to the Humane Society, which is keeping it under observation.



# Look for these Squibb specials now at the BIG DRUGSTORE OPEN HOUSE



**FREE TRAK-PAK** with every bottle of fast, pure, sure Squibb Aspirin. The Trak-Pak is the handy new purse-size dispenser, the perfect way to carry aspirin with you.

Bottle of 100 only **49¢** Bottle of 200 only **79¢**  
BOTH WITH FREE TRAK-PAK!



**SAVE 29¢** on the famous Squibb *Angle* Toothbrush. 80% OF DECAY strikes the BACK teeth, so use the brush that's bent like your dentist's mirror to help you reach those hard-to-get-at places!

**2 for only 89¢** Regular Price \$1.18



**SCRAPE-FREE SQUIBB LATHER FOAM SHAVE**, the instant lather that PROTECTS YOUR SKIN with a sheer, fine film that lets the razor glide free as a breeze. Conditions your face while you shave, with non-greasy LANOLOR, finest skin conditioner known to man.

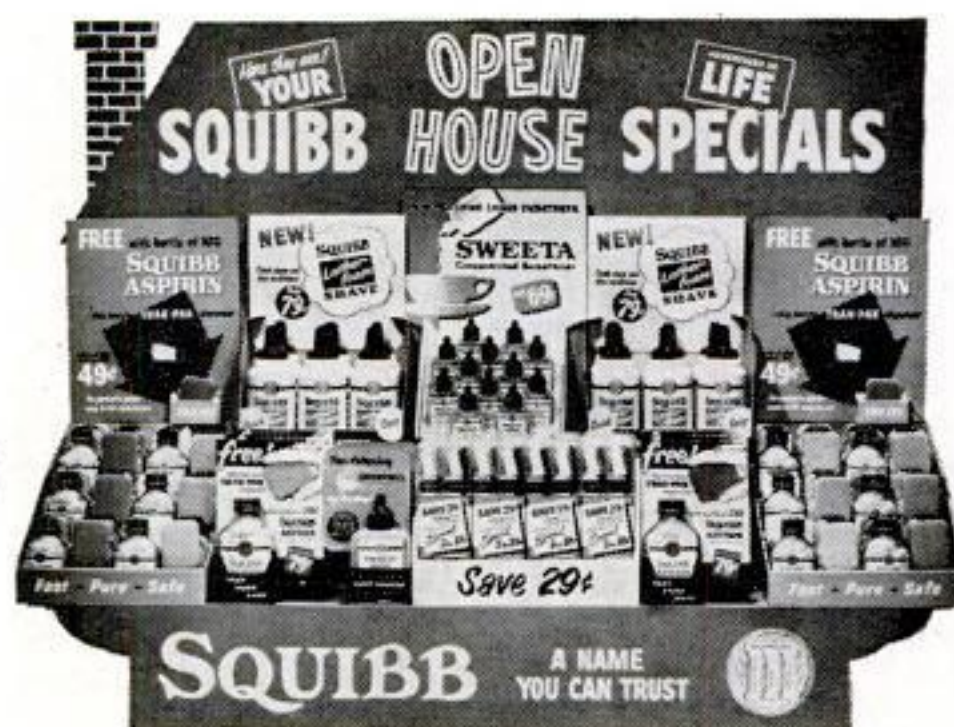
6 1/4 oz. pressure can, only **79¢**



**NON-FATTENING LIQUID SWEETENER**, Sweeta, in the handy, squeeze-a-drop plastic bottle. One or two drops make coffee or tea delicious, and *there's not a calorie in it!*

As sweet as 432 lumps of sugar. Only **69¢**

Also look for these other fine **SQUIBB** products at your drugstore!



**SQUIBB BRUSHLESS and LATHER SHAVING CREAMS** contain rich, non-greasy Lanolor, the finest skin conditioner known. Giant-sized tubes, only 59c.

**MINERAL OIL**, pint, 69c. World's largest-selling brand.

**MILK OF MAGNESIA**, 12 oz. bottle, 39c. The finest of magnesias, smooth, pure... tastes better.

**LANOLOR CREAM**, 2-oz. tube, 49c. Extra rich, Squibb purified lanolin. Superb skin conditioner and protective.

**COD LIVER OIL**, 12-oz. bottle, \$1.19. Actually *double* U.S.P. potency... available plain or mint-flavored.

**SQUIBB SACCHARIN**, bottle of 1000 1/4-gr. tablets, \$1.19, less than 2c a dozen. Slight

effervescence insures rapid dissolving.

**SQUIBB DENTAL CREAM**, Economy Size, 63c. A powerful acid neutralizer with a refreshing minty flavor.

**TOILET LANOLIN**, 2-oz. tube, 59c. Soothing conditioner for chapped hands and stubborn, dry skin.

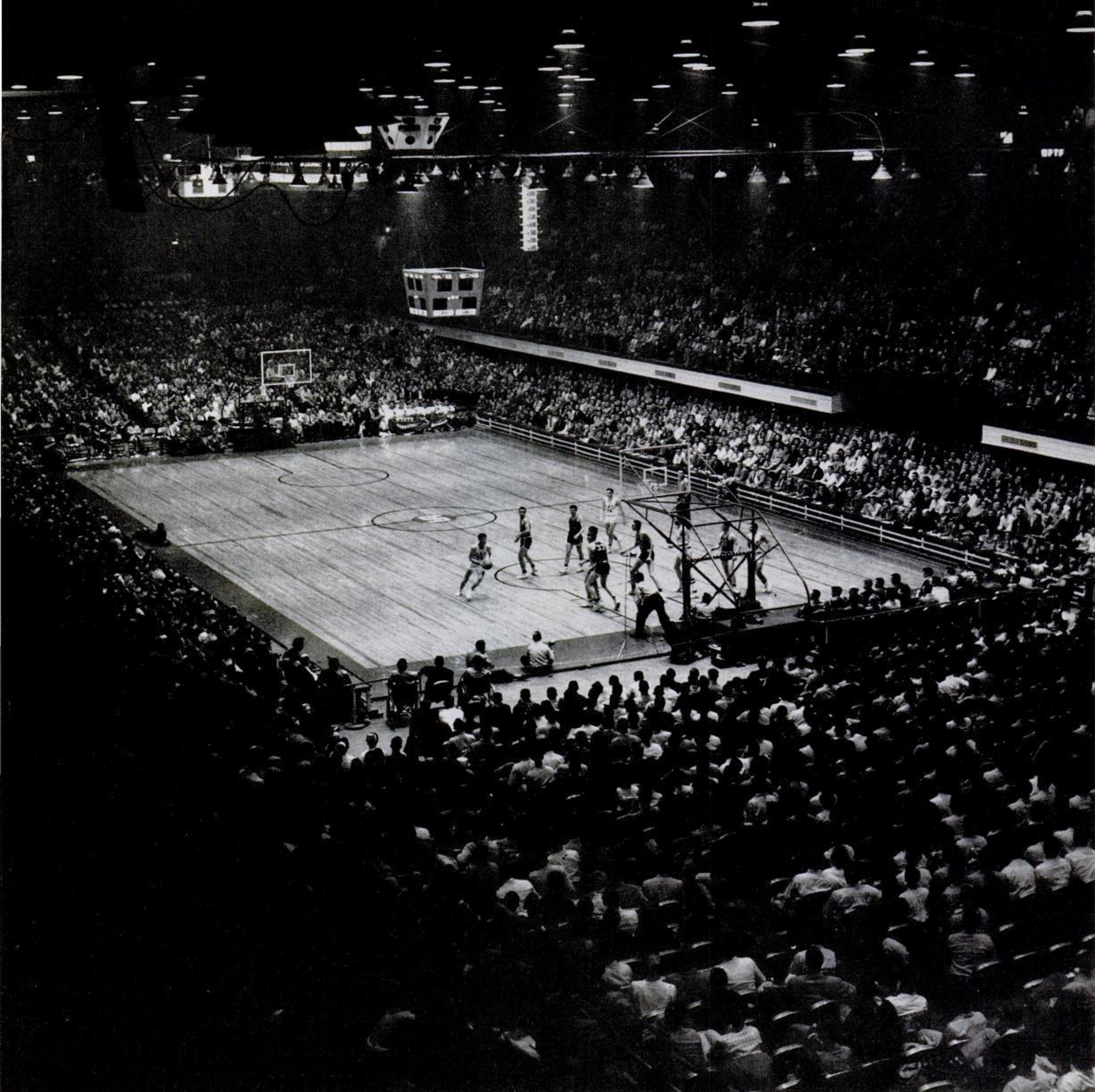
**ANALGESIC BALM**, 69c. For effective relief of muscular aches and soreness. Non-greasy and will not stain.

**SQUIBB GLYCERINE SUPPOSITORIES**, 12's, 49c; economy 24's, only 79c. Both adult and infant sizes.

**VITAMIN B COMPLEX-12**, bottle of 100, \$3.59. Complete and effective dietary supplement for the prevention of B vitamin deficiencies. Vitamin B-12 added.

Remember... your PHARMACIST is the man in your community qualified to dispense products that concern your health.





FANS AT DUKE GAME HEM FLOOR IN NORTH CAROLINA STATE'S GYM WHERE MORE PEOPLE SAW COLLEGE BASKETBALL LAST YEAR THAN ANYWHERE IN U.S.

## BASKETBALL FEVER IN DIXIE

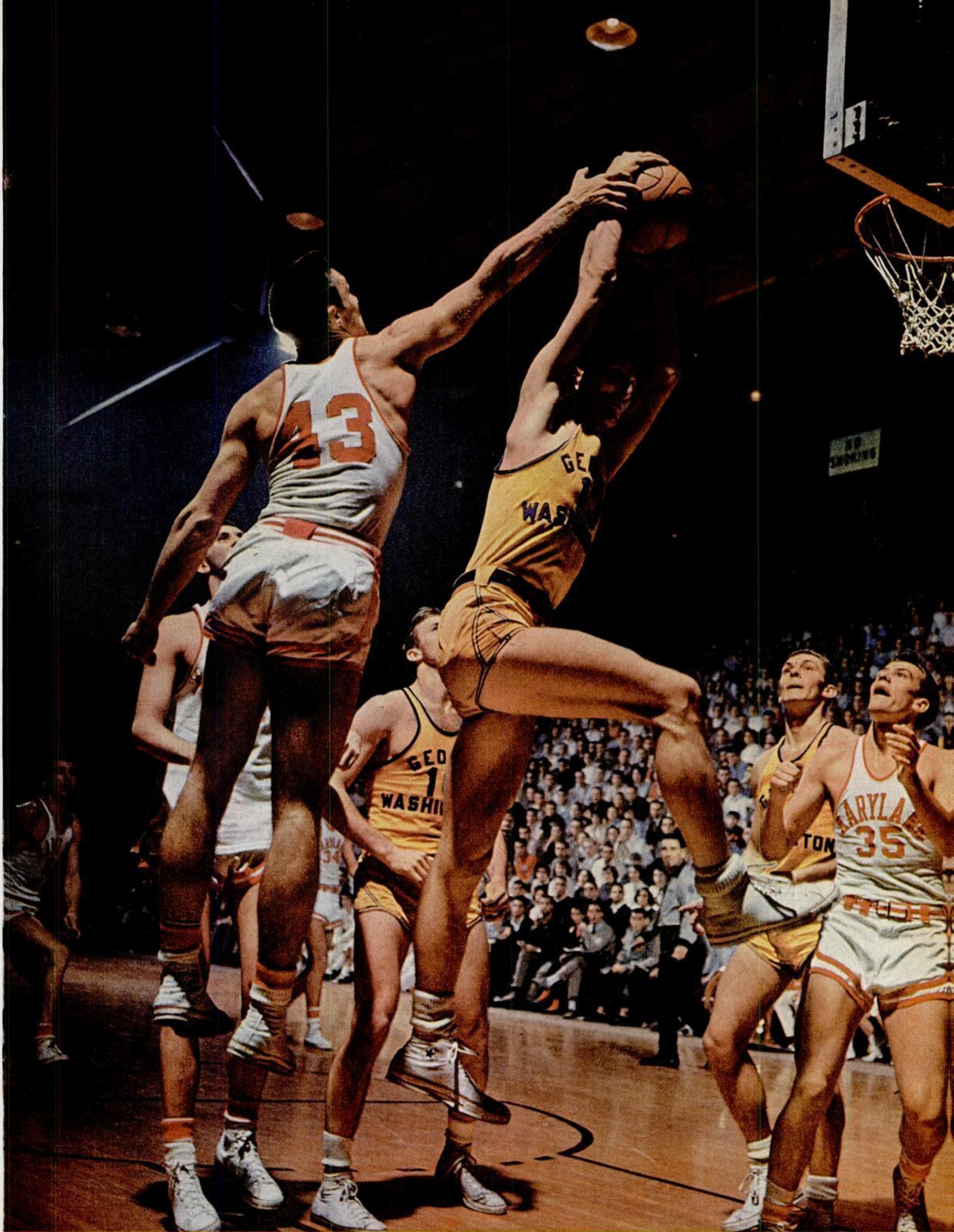
**The South takes top place in the game with high-scoring teams, imported stars and big new gyms**

In the South, basketball was once looked upon as being one cut above mumblety-peg. But in ten frantic years, this once backward basketball region has caught up with the rest of the country and gone out ahead. Dingy gyms in which bored spectators watched college basketball free of charge have turned into airy, multimilliondollar arenas (*above*). Low-pressure teams have given way to glittering squads rolling up high scores. One southern college, Furman, proudly boasts the nation's leading scorer in Darrell Floyd. Seven others, egged on by intense local rivalries, rank among the top 20 college teams nationally.

Though Kentucky had been a basketball power for some time, the

South's real surge began in 1946 when North Carolina State hired an Indiana coach who brought his players with him. They put on such a show that one game had to be called off because the overflow crowd caused a fire hazard. After that, State charged admission. It also humiliated rivals so badly that they too went out after teams. It didn't matter that there was a dearth of local basketball talent; it was imported. The fever spread north to Maryland and as far south as New Orleans. It also took hold in southern high schools, which have built more than 2,000 new gyms in five years. Already the South is cheering for home-grown All Americas instead of those brought in from Yankee territory.



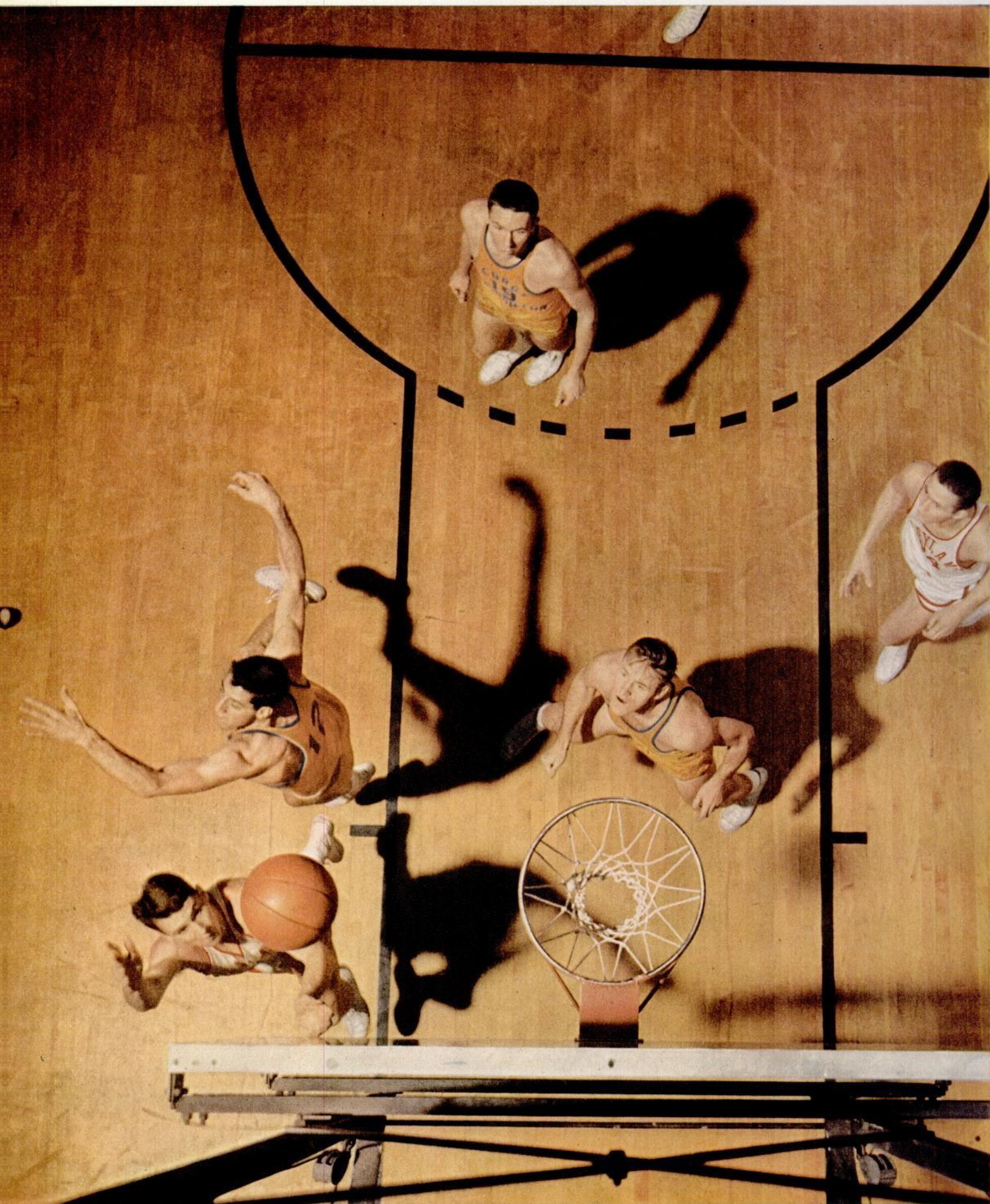


**BITTER BACKYARD RIVALRY** drives players in game between Maryland and George Washington, whose campuses are only eight miles apart and whose

teams are both in nation's top rankings. Here John Sandbower (No. 43) of Maryland tries too hard to stop Corky Devlin (No. 13), commits flagrantly visible foul.

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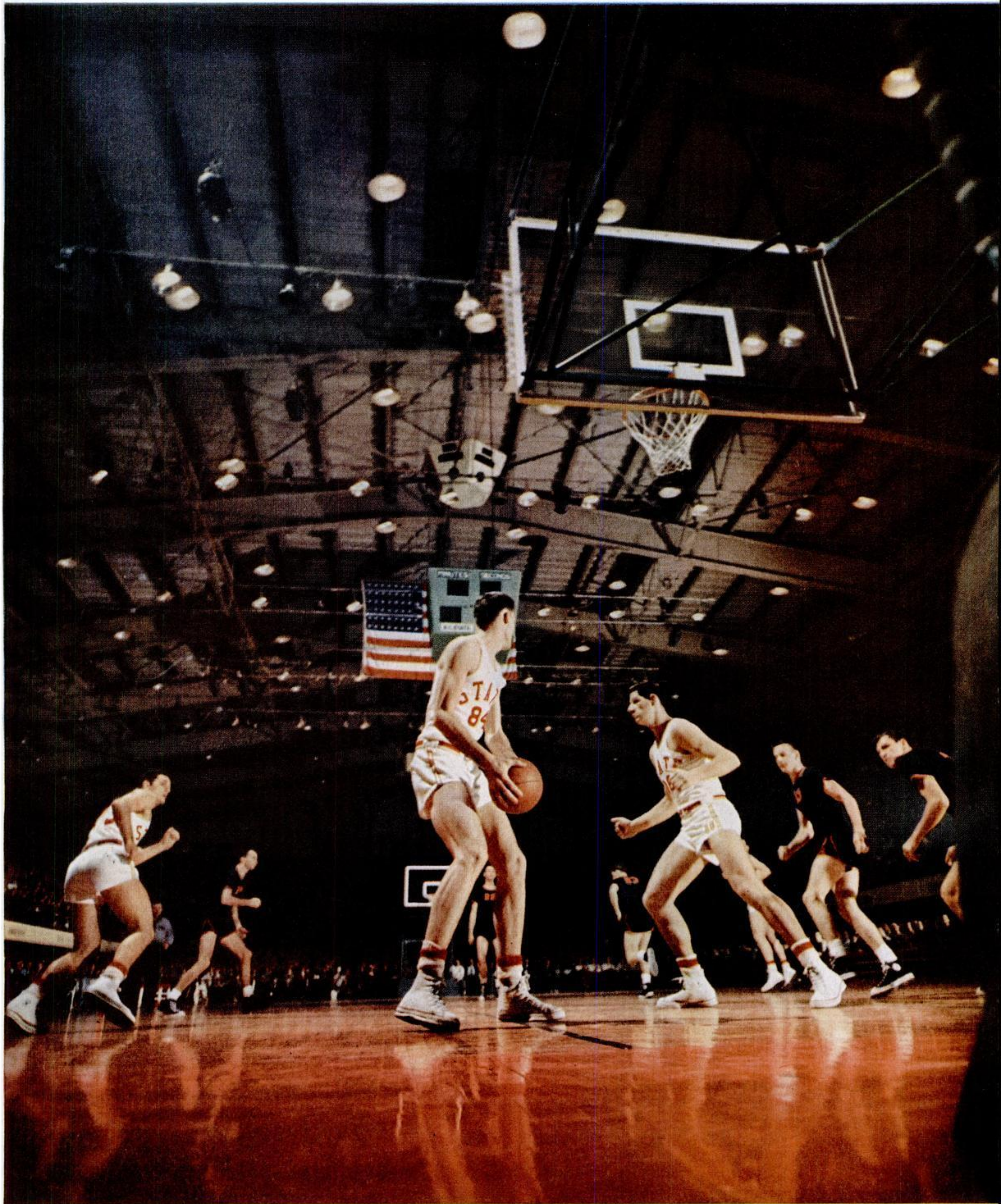




**PLAY CLOSES IN** on basket when Maryland's Bob Kessler (*lower left*), after superb piece of fakery, slips by George Washington's Buzz Ciriello (No. 12),

leaving the latter waving arms at empty air. In the high-scoring South, players seldom miss sinking their shots when they get in this close and Kessler sank his.





**PLAY SPREADS OUT** as fast break, which characterizes South's race-horse basketball, gets started down the spacious North Carolina State gym. Here Ronnie

Shavlik (No. 84), State's All America prospect, gets set to pass. Like most Southern stars, Shavlik is an "import" lured from out of state on a scholarship.

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**HALF-TIME SPECTACLES** with bands, mascots and acrobatics are giving basketball games a football

extravaganza look. Here University of Maryland gymnasts amuse crowd while teams are off the floor.



**DUKE'S BLUE DEVIL**, traditional mascot, leads impromptu cheer as team takes on West Virginia.



**MASKED COED**, posing as George Washington, mingles with the cheerleaders at game with Furman.



**BIG BAD WOLF**, North Carolina State's mascot, glowers at enemy players during pregame warm-up.



NO  
SMOKING

AP/WIDE WORLD



**PARTISAN CROWDS** in South go wild cheering their own teams—as these Maryland students do when their team scores a goal in seesaw fight with George

Washington University. The crowds also go overboard in booing their opponents. Coaches are trying to educate the students to go easier on the visiting teams.





**ELEGANT OCTET** of leading ladies in television adaptation of *The Women*, here posed as society-page friends grouped around Mary Boland (seated) as the countess and Nancy Olson as naive Peggy (on floor), are (standing, left to right)

Paulette Goddard as the scheming Sylvia, Ruth Hussey as the wronged Mary, Cathleen Nesbitt as her mother, Mary Astor as Nancy the novelist, Shelley Winters as the husband-stealing Crystal and Valerie Bettis as the hair-pulling Miriam.



# THE GIRLS MIX IT UP AGAIN



MANICURIST (NITA TALBOT) STARTS THE WOMEN'S WAR BY TELLING MARY ABOUT HER HUSBAND'S GIRL

Marriages fly apart and wives fly at each other as 'The Women' makes a one-night stand



Eighteen years after its Broadway premiere, *The Women*—Clare Boothe Luce's satiric comedy about cattiness—turned up recently in color on NBC-TV's *Producer's Showcase*. Playing to its biggest audience, and with an all-female cast of stars (opposite page) only a TV show could afford, *The Women* was still an unedifying account of the tribal rites of husband trading. As its ranking vamp, Shelley Winters (see cover) luxuriated in her bath between bouts with other women's husbands. And between barbs and blows men watching *The Women* were reminded again that women at their fiercest are still fraught with inexplicable frailties.



IN FELINE FIGHT in Reno, Sylvia floors Miriam who has made plans to marry Sylvia's ex-husband.

← HAIR-PULLING is accompanied by shrieks of "tramp" and "gutter rat" as pair claw at each other.



## A CAT UP TO HER TRICKS



**GOADING MARY**, the wronged wife, Sylvia (right) urges her to confront Crystal, her errant husband's girl friend, with an ultimatum to stop seeing him.



**INSULTING CRYSTAL**, catty Sylvia enjoys unflattering exchange with her and gets a clue which later helps undo Crystal and return the husband to Mary.



*Imagine that!*

She's filling  
her fountain  
pen!

*(Waterman's C/F, of course)*

Fancy a fancy skater filling her fountain pen while executing a figure 8. It can be done in the twinkle of an eye—if the fountain pen is a Waterman C/F.

Waterman's C/F\* fountain pen needs no ink bottle. It's filled with an unbreakable cartridge of fresh liquid ink. And the cartridge is transparent. You know at a glance how much ink is left in your C/F at all times.

Being a Waterman, the C/F writes like a dream. This slim beauty has no inner parts to break or wear out or take up room, hence its tremendous ink capacity. Eight handy refills with each pen.

Try this revolutionary pen today—wherever fine pens are sold.

\*Pat. pend.

\$15.00 plus tax  
22 Kt. Gold Plate Inlay on Black  
\$12.50  
Satin Chrome and Black  
Choice of Fine, Extra Fine and  
Medium Points (Interchangeable)



The world's easiest and cleanest pen to fill . . . and, in an emergency, fills like any ordinary pen.

# Waterman's C/F

The cartridge-filled fountain pen

**WATERMAN PEN COMPANY, INC., Seymour, Conn.**

In Canada: L. E. Waterman Pen Co. Ltd. • PARIS, LONDON, NEW YORK





**NOW IT'S EASY** to have that lush carpet of thick, green grass you've been wanting . . . like the lawn shown here (home of Richard R. Riss, Jr. in Kansas

City's beautiful Country Club district). The secret: plant Miracle Green treated lawn seed . . . highest quality seed, chemically coated to help it survive.

**THE IMPORTANT DIFFERENCE.** Untreated seed (at left) is unprotected . . . wide open to attack by root rot, fungi or bacteria (enemies that lurk in *all* soil, even the best). Seed at right is "life-protected" with Miracle Green's chemical coating that *resists* soil diseases and promotes the growth of tiny seedlings . . . even tender shoots are protected as they emerge. Any wonder that Miracle Green treated lawn seed can give you a stand of grass up to *twice* as thick?

## NEW LAWN SEED MIRACLE

Tests prove that Miracle Green treated seed can give you stands of grass up to twice as thick.

Now you can enjoy the benefits of one of the greatest advancements in lawn seed history . . . an exclusive green chemical coating (discovered and tested by skilled agronomists) that "life-protects" seed against soil diseases and promotes healthy vigorous growth.

Unlike first quality untreated seed that lies "naked" in cold, damp Spring ground, this green-coated seed—called Miracle Green—resists deadly soil enemies (root rot, fungi, bacteria) which often attack and kill untreated seed before it even sprouts, or weaken the plant so it withers and dies.

That's why thousands of homeowners have discovered that Miracle Green treated seeds give them a lush, thick stand of grass on the very same lawns where untreated seeds failed. (See test results at right.) And—the thicker stand of grass you get with Miracle Green helps choke out pesky crabgrass and weeds that so often swarm over thin, bare spots in your lawn.

Only Miracle Green gives you this seed-protecting advantage of green chemical coating. And now, Miracle Green contains a special plant growth hormone to promote vigorous growth of tiny seedlings at their most critical stage. Yet,

Miracle Green treated lawn seed costs no more than other blends of high quality seed that may not survive.

So why settle for less? Why risk any untreated seed that may fail to live and grow? Insist on the "life-protected" green-coated seed . . . Miracle Green!

Choose the best Miracle Green treated blend for your lawn:

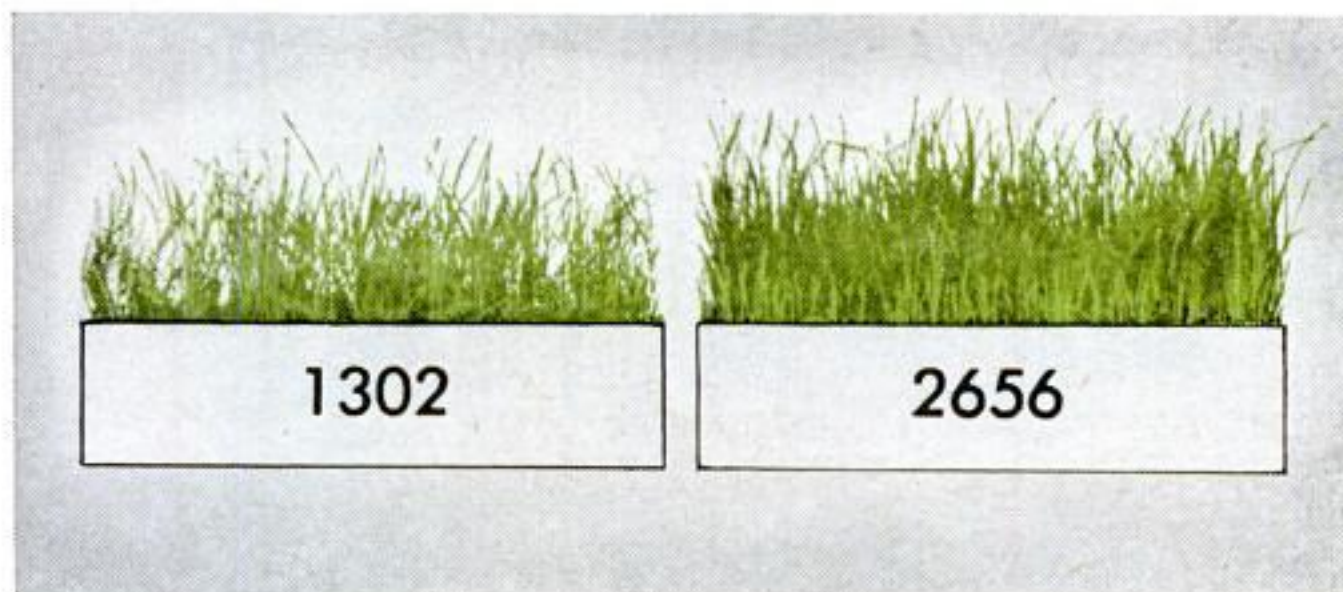
**MERION BLUEGRASS MIXTURE**, newest strain of luxuriant bluegrass, master blended for supreme beauty and long life. 5 lb. \$14.78, 3 lb. \$8.91, 1 lb. \$2.98

**SUPER.** Miracle Green's very best blend of high quality Kentucky bluegrass and superb fine-leaf, perennial lawn grasses. 5 lb. \$9.75, 3 lb. \$5.89, . . . 1 lb. \$1.98

**HIGH QUALITY BLEND.** Popular-priced mixture of 100% perennial grasses (including bluegrass) for lush, hardy lawns. 5 lb. \$6.85, 3 lb. \$4.14, . . . 1 lb. \$1.39

**SOUTHLAND MIXTURE.** Specifically blended for the Deep South and Southwest. Proved perennials for year-around beauty. 5 lb. \$4.75, 3 lb. \$2.89, 1 lb. \$ .98

**HARDY TURF.** America's only low-cost blend that is green chemically coated for unexcelled results in a low priced grass seed. 5 lb. \$3.29, 3 lb. \$1.99, 1 lb. \$ .69



**TEST PLOTS PROVE** stands of grass up to twice as thick! Plot at left contains good grass seed—untreated. Plot at right has identical seed, in same soil—but treated with Miracle Green. Actual count showed untreated seed grew only 1302 plants, while Miracle Green treated seed, in an equal area, grew 2656 plants—a stand of grass over twice as thick! Thicker stands mean greener, healthier lawns.



**LOOK FOR THE SEED** that's actually green in color! If your dealer doesn't have Miracle Green treated lawn seed, write us. Miracle Green, Inc., 1218 West 8th Street, Kansas City, Missouri.



# Looking for Something?



## RESTAURANTS



## FROM CUTLERY TO RESTAURANTS WHATEVER YOU NEED



# A REUNION REDUCED TO ONE

## Charles Blair finds he is last man to keep a Psi U pact made in 1894

Back on the night of Feb. 9, 1894, 13 Psi Upsilon fraternity brothers at Cornell University made a solemn pledge. No matter where they were or how busy, the brothers, beginning in 1900, would somehow manage to meet every five years on Feb. 9 at The Waldorf-Astoria Hotel in New York City. The reunion was held as the brothers pledged, though attendance was not always 100%. Even in 1950, when

death, illness and old age had cut the attendance to only three, the party took place as usual. This month as reunion time rolled around again, Charles H. Blair arrived punctually at the Men's Bar of the Waldorf to keep the date set 61 years ago. He waited there alone for an hour, but nobody else came. Then, toasting the 12 other glasses lined up on the bar, he said gloomily, "I didn't mean to live so long."



**1955 REUNION** was attended only by Blair, 79, a retired broker and grandson of Ezra Cornell, founder of the university. Coeds, Blair recalled, "wore red petticoats and were highly moral."

**THE "1900 CLUB,"** which is what loyal group called itself, expanded from original 13 members to include all 28 Psi U brothers who posed for this picture in 1893. Of the 28 only five are still alive besides Blair (*fourth row, fourth from left*): John Wilkinson (*front row, center*), Joseph W. Beacham (*front row, right*), John M. Parker (*second row, left*), William F. Atkinson (*second row, second from left*) and Frederick C. Fletcher (*back row, second from left*).



FOR COOKIES,  
SAUCE,  
BROWNIES

SEMI-SWEET

**BAKER'S**

**CHOCOLATE  
CHIPS**

6 OUNCES NET WEIGHT - FILLS ONE CUP

**NEW** "ONE-STEP"  
RECIPE!

**Baker's Chocolate Chip Cookies**

*Easiest you ever made, best you ever tasted—  
with Baker's Semi-Sweet Chocolate Chips!*

1 cup plus 2 tablespoons sifted flour	1 egg
1/2 teaspoon soda	1/2 cup soft butter or other shortening
1/2 teaspoon salt	1 teaspoon vanilla
1/2 cup granulated sugar	1/2 cup chopped nuts
1/4 cup firmly packed brown sugar	1 package Baker's Semi- Sweet Chocolate Chips

No creaming! No need to beat eggs separately. All your ingredients go into one bowl, blend in half the time with this new "one-step" method!

Measure flour, add soda and salt, and sift into mixing bowl. Add granulated sugar and brown sugar, egg, and shortening. Add vanilla. Blend, then mix thoroughly—for about 1 minute. Stir in nuts and Baker's Chocolate Chips. Drop from teaspoon onto ungreased baking sheet, about 2 inches apart. Bake in moderate oven (375°F.) 10 to 12 minutes. Makes about 4 dozen cookies—with that delicious Walter Baker taste.

**NEW**

Chocolate chip cookies  
in half the mixing time

*Chocolate makes it good... Baker's makes it best*

A product of General Foods



# World's First Pushbutton



## Hotpoint

FIRST WITH THE FINEST FOR 50 YEARS!

Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Dishwashers  
Disposalls® • Water Heaters • Food Freezers • Air Conditioners

Harriet Nelson says,  
"No other washer is so safe  
for all fabrics!"

Look . . . Listen . . . Laugh  
with OZZIE & HARRIET  
Every Week on TV!

Hotpoint Co. (A Division of General Electric Company), Chicago 44.

• **NOTE:** After thorough tests, under many different washing conditions, Hotpoint recommends *ALL* for its outstanding cleaning effectiveness and gentleness to fabrics. A box of *ALL* is supplied with each new Hotpoint Automatic Washer.





# Washing For All Fabrics!

## All-New Hotpoint

### Fully Automatic Washer

Washes All Kinds Of Fabrics With  
PUSHBUTTON Ease . . . Gently . . . Safely  
. . . Automatically

HERE—from Hotpoint—is the most advanced automatic washer ever known . . . the world's *first and only* pushbutton automatic with special washing cycles for *all* types of fabrics!

Never before has washing been so *easy* . . . so *thorough* . . . so *safe* for even the filmiest fabrics!

And everything is **completely automatic**! You merely press a button to select water temperature desired for washing *and* for rinsing . . . choose the washing cycle you want . . . *and take a holiday*!

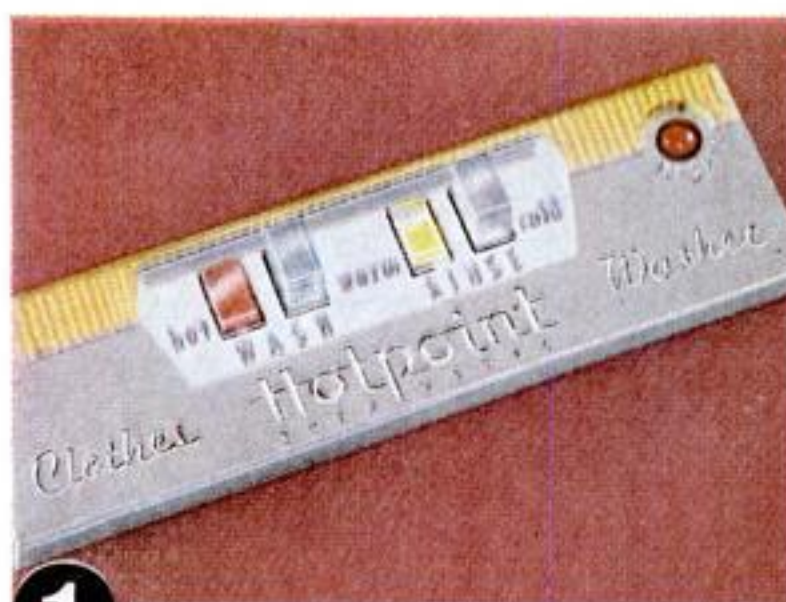
Your Hotpoint fills *automatically*—with the exact amount of water needed for full *or* partial loads—then washes, rinses and spin-dries *automatically*!

Doing your family laundry is *that* easy with this first and only all-automatic washer of its kind! And clothes come out cleaner than ever before! See *all three* great new Hotpoint Automatic Washers soon.\* They're *all porcelain*, inside and out! Also see the beautiful new Hotpoint Automatic Dryers.

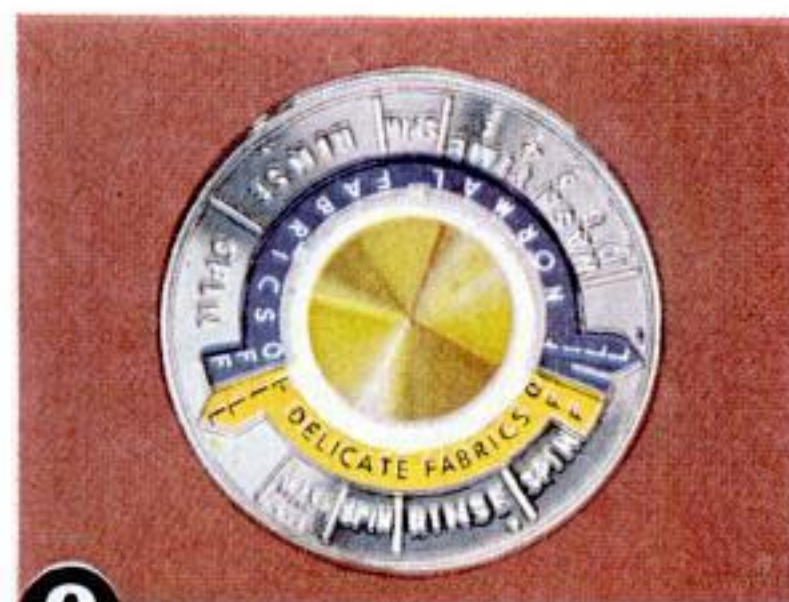
\*Dealers are listed in most classified phone directories.



**History-making Hotpoint Automatic Dryer!** Dries clothes soft and fluffy in *sun-pure washed air*! Unique Hotpoint *sealed* drying chamber makes usual costly, unsightly venting to the outside unnecessary.



**1** Just press a button to select desired water temperature—hot or warm *wash* water, warm or cold *rinse* water. Filling—for either full or partial loads—is completely *automatic*.



**2** Exclusive Hotpoint Wond-R-Dial lets you select washing cycle exactly right for every fabric—from blue jeans to the filmiest Nylon, Orlon and other modern fibers!



**3** New flexible rubber-finned agitator—another big Hotpoint plus—flexes clothes more thoroughly, yet more *gently*, removes dirt more *safely*—from *all* kinds of fabrics!



**4** Scientifically designed Hotpoint Aquator agitator agitates clothes in gentle Counterflow water currents—gets them *extra clean*! Note convenient top opening for easy loading.



**5** Famous Hotpoint Overflow Rinse floats soil up over sides of solid-wall inner tub instead of straining it back *through* clothes, as do washers with *perforated* inner tubs!



**6** All porcelain, inside and out! Glass-smooth, rustproof finish is easy to clean, resists stains. Hotpoint is built to give you years and years of trouble-free service.



IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

# Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING  
destroys decay- and  
odor-causing bacteria!***

***Can't brush after every meal? One Gleem brushing  
destroys most decay bacteria!***

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay) and *wipes out their enzymes!* Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

**Only Procter & Gamble's new  
GLEEM has   
new cleaner and decay fighter!**



***Mouth stays fresh all day with one Gleem brushing!***

Just brushing before breakfast with Gleem gives most people *all day* protection against mouth odor. Scientific tests prove brushing with pure, white Gleem stops most unpleasant mouth odor so effectively the mouth stays fresh *the whole day!*

***Kids just love Gleem's taste!***

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



**ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!**





## High-Thigh Stockings

LEGS GET SPRING'S LONG LOOK

The traditionally long look of U.S. legs is made even longer by a 40-inch stocking (*left*) which covers the entire thigh. The stocking (Bryans, \$2.50) is made not to expose the thigh to view, but to give an unbroken leg line and eliminate garter bumps or bulges beneath the newly narrow skirts of the elongated spring styles. It fastens to a brief matching panty girdle (Warner's, \$11). In another version of the same principle there is a black pants-and-stockings outfit which comes with attached soles and glittering high heels (*above*, Herbert Levine, \$85) to be worn with a tunic for lounging at home.



The Show's Going Out Perfectly . . .  
*...but how does it look on your set?*

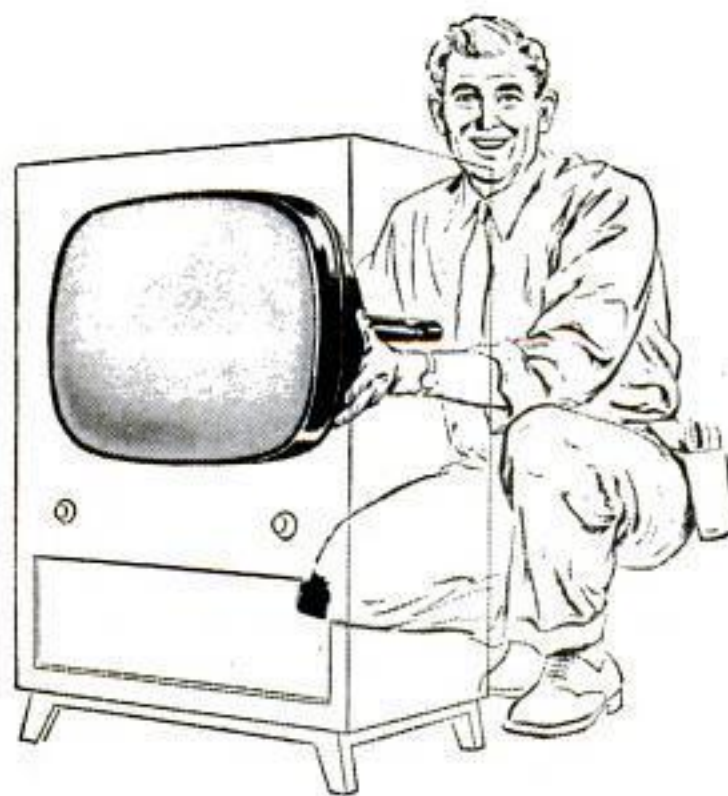


**FOR PERFECT TELE VISION**  
*make sure it's an*  
**RCA PICTURE TUBE**

Yes...you can see television at its best when you replace your worn or burned out picture tube with a factory-fresh RCA Tube. Now you can capture all the thrilling realism of a studio "on-stage" production — with a clarity, brilliance, and depth of image you never before thought possible. It's true—a new RCA PICTURE TUBE can actually outperform the tube that came with your present set.

There's an RCA Picture Tube for virtually every set on the market today. Best of all, the premium performance of RCA Picture Tubes—as well as the vitally important RCA Receiving Tubes—are yours at no extra cost. So why settle for anything less than RCA PERFECT television?

RCA Picture Tubes are available from your neighborhood service technician.

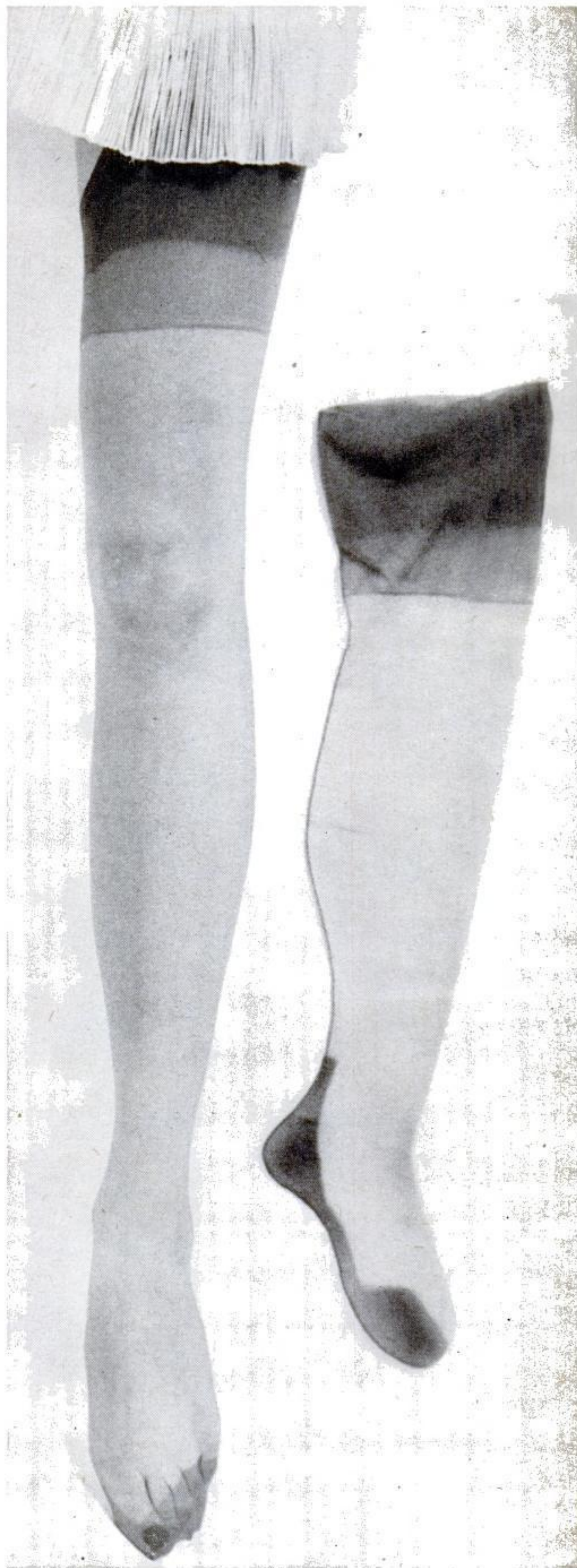


**THE PICTURE TUBE IS  
 THE EYE OF YOUR SET**

See Caesar's Hour (with Nanette Fabray) and Producers' Showcase Monday nights on NBC Television.



**RADIO CORPORATION of AMERICA**  
 TUBE DIVISION  
 HARRISON, N. J.



**A SMALL STOCKING STRETCHES**

Another recent development is the stocking made of twisted nylon yarn which is resilient, stretches to desired length on leg. Stretch stockings come in three sizes against as many as 42 for regular stockings. Special knitting now makes one brand (*above*) so strong that pairs (Larkwood's X-90, \$5) are guaranteed for three months' wear.



# Amazing Milk Discovery!

## Carnation Instant

### Not like any other

*Not a powder, not a flake  
~ only Carnation has*

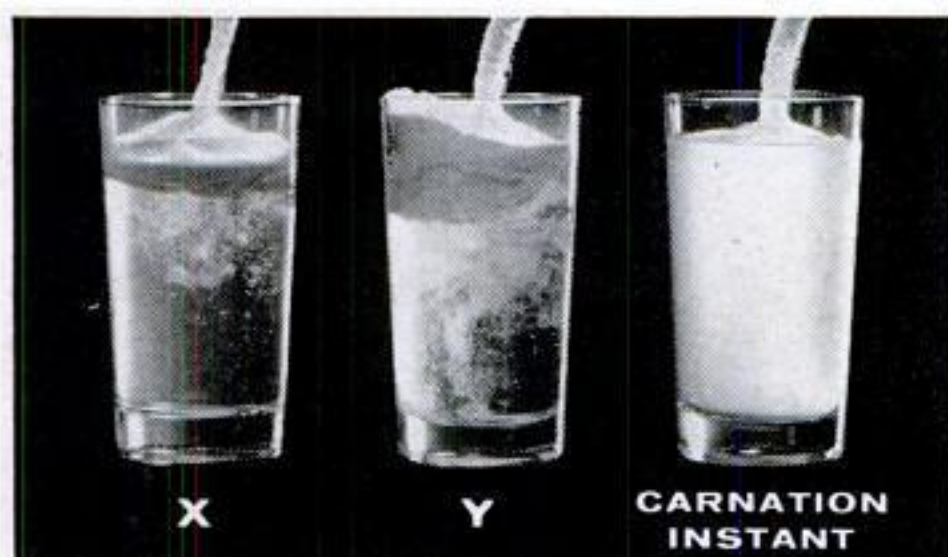


## Magic Crystals®

*that burst into delicious  
nonfat milk!*



**Others claim it...only Magic Crystals can do it...prove it yourself:**



#### DISSOLVES INSTANTLY!

Photographs show powdery "Instant" Brand X, flaky "Instant" Brand Y and new Carnation Instant Magic Crystals poured into glasses of ice-cold water. Brand X floats on top of water, Brand Y only partly dissolves. *Only* new Carnation Magic Crystals dissolve instantly and completely.



#### CAN'T CAKE OR HARDEN!

Exposed to air overnight, powdery Brand X and flaky Brand Y caked and hardened. *Only* Carnation Magic Crystals do not cake or harden—do not absorb flavor-robbing moisture—*stay* fresh and free-flowing from first to last!



#### FRESH MILK FLAVOR!

Only Carnation brings you the true, full flavor of freshest pasteurized nonfat milk—*concentrated* in Magic Crystals. Unlike powders or flakes, exclusive Carnation Magic Crystals burst into truly delicious fresh-flavor nonfat milk—*ready to drink immediately!*

### All the Protein, Calcium and B-Vitamins of Fresh, Whole Milk!

And you can prepare new Carnation Instant as rich as you wish! A single extra tablespoon of Magic Crystals per glass gives your family 15% *more* of these important values for strong growth, sound teeth and good digestion. And a richer flavor children love.

Use Carnation Instant for drinking, over cereals, in cooking. No special recipes needed—no need to learn new cooking ways—just use liquid Carnation Instant in any recipe. Discover wonderful Magic Crystals—*new* Carnation Instant in the brilliant red and white package—*today!*

**New—from Carnation...World Leader in Evaporated Milk**  
"from Contented Cows"



*Look for the  
easy-pour spout*

**For drinking, cooking, baking—**

## Save 1/2 on Milk Bills!

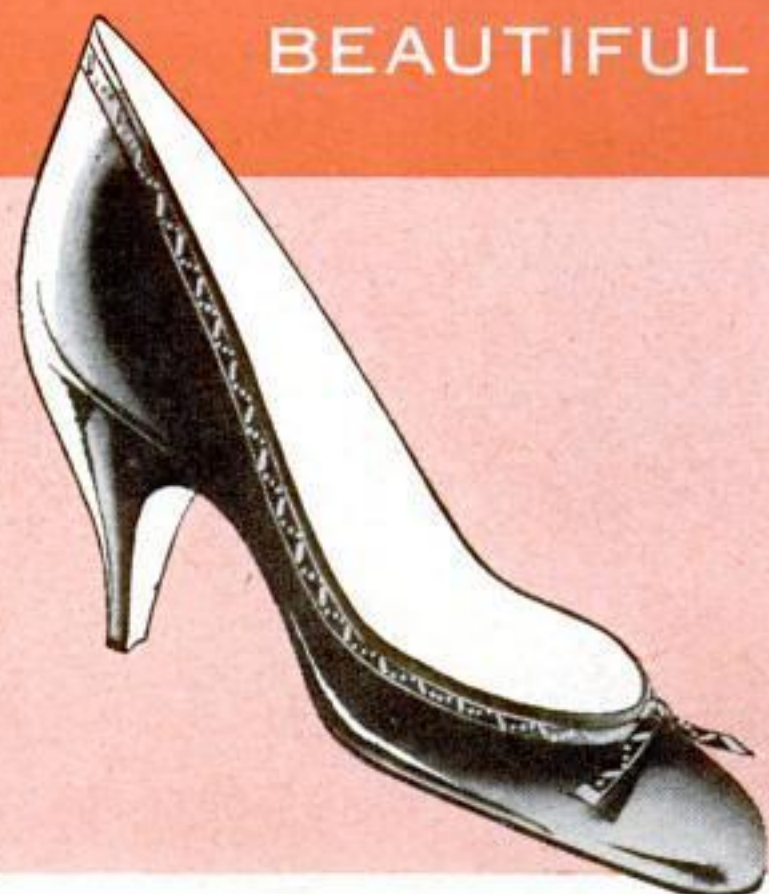


**YOU'LL LOVE**  
*the way they look...*  
*the way they fit...*



# Natural Poise

BEAUTIFUL SHOES WITH A MADE-TO-MEASURE FIT



Here's walking proof — you don't have to spend a small fortune to be steps ahead. Because Natural Poise gives you *everything* you love about good shoes — designer styles, the wonderful feel of fine leathers and an effortless fit, thanks to that unique *combination-last!* But see for yourself at your Natural Poise dealers. It's the smartest step you could take — so much fashion for a price that's made-to-measure, too! Only

**8<sup>95</sup> to 10<sup>95</sup>**

WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI • A Division of Brown Shoe Company





REAL GOLD, 3,300 SQUARE FEET OF 18-CARAT LEAF WHICH COST \$30,000 INSTALLED, COVERS THE BANK'S GRACEFUL BALCONY. CUSTOMERS HAVE OBEYED THE SIGNS SO FAR

# DAZZLER FOR DALLAS

Its new bank is huge, handsome and full of gold

For the privilege of handling the fabled wealth of Texas, Dallas banks wage a fierce, unending battle. When the Republic National Bank, second largest in town, recently decided to build new quarters it aimed for superlatives. The result, designed by the New York firm of Harrison & Abramovitz, is a handsome \$25 million skyscraper which towers purposefully over the next highest in town—another bank—and stands as the tallest building in the Southwest. By day the bank's aluminum-paneled walls sparkle in the Texas sun. By night a huge beacon atop the 36-story structure shines 100 miles across the surrounding prairie.

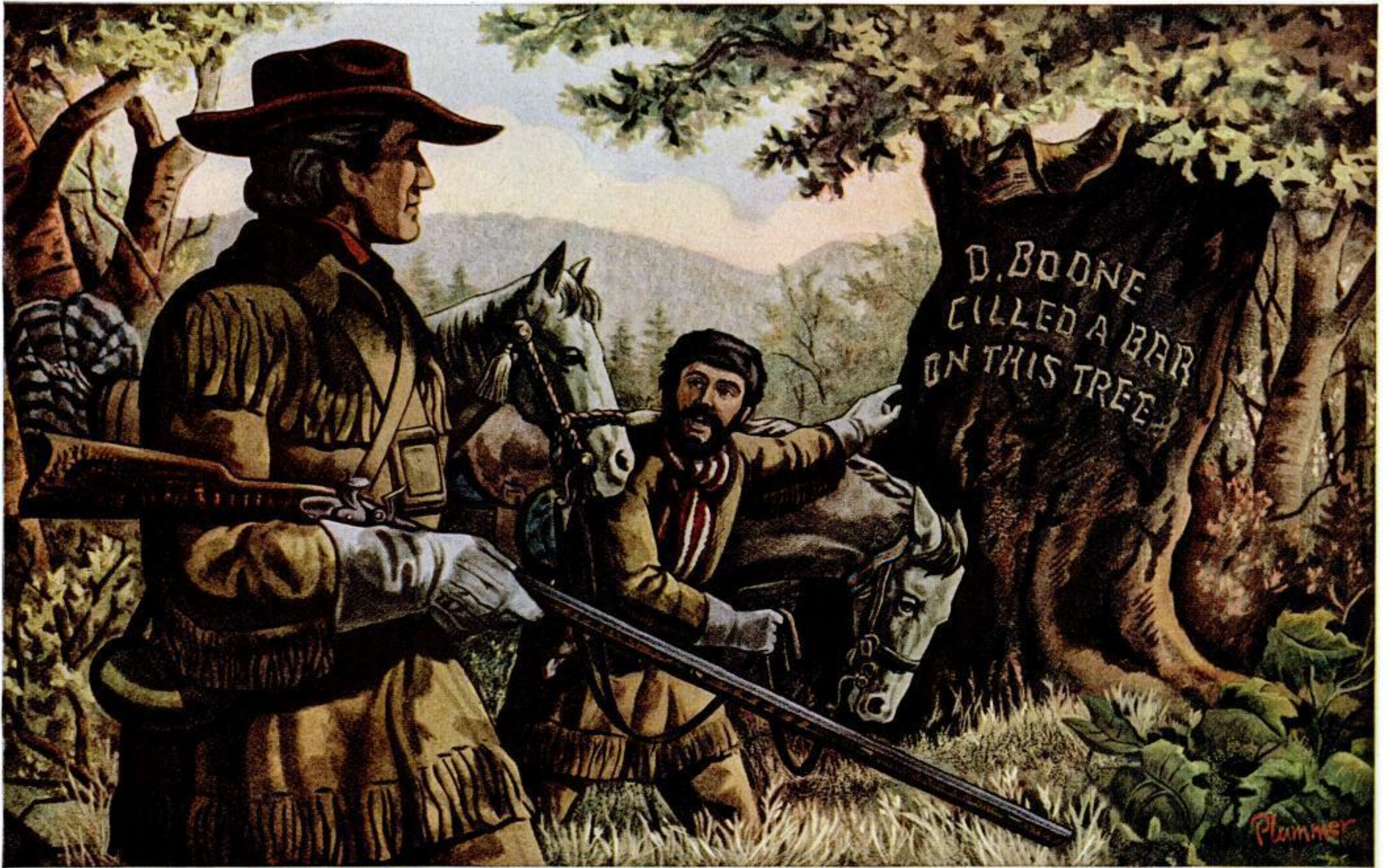
Inside, Republic National boasts the largest unobstructed banking area in the world, a glistening expanse of polished wood and white marble nearly as long as a football field. A graceful looping balcony (above) is appropriately faced with real gold leaf and there are also gold rugs, gold-painted water fountains and gold curtains in the executive washrooms.

CONTINUED ON NEXT PAGE

A SWOOPING MARQUEE IS ONLY CURVE IN NEARLY WINDOWLESS ALUMINUM FACADE







## JAMES CROW, A NEW KIND OF PIONEER, ARRIVES IN KENTUCKY

A physician and chemist by training, James Crow reached Kentucky in 1825 and within a decade had revolutionized the making of Kentucky whiskey.

# OLD CROW

*Kentucky Straight Bourbon Whiskey*

More than a century ago, James Crow's whiskey was the talk of the frontier. It has since been acclaimed as *the finest bourbon ever put into glass*—a fact you will discover when you try Old Crow tonight . . . in the milder 86 Proof bottling or in the famous 100 Proof Bottled in Bond.



For five handsome reproductions of Old Crow illustrations for framing, send \$1 to Old Crow, P.O. Box 426, Frankfort, Kentucky.

*"The Greatest Name in Bourbon"*

TWO GREAT BOTTINGS



LIGHTER,  
MILDER  
86 PROOF

BOTTLED  
IN BOND  
100 PROOF

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY





IN STATELY BOARD ROOM bank's president, Fred Florence, leans on one of the green leather chairs which are stamped in gold with the bank's monogram.

## SHOWMANSHIP AND SOLIDITY

Underlying the lavishness of Republic National's new quarters is solid, down-to-earth banking sense. Like all prudent bankers, President Fred Florence wants the depositor to feel his money is safe. In the east, banks generally tend to rely on sound tradition to convey that feeling. In booming Texas, President Florence believes, there should be an outward showing of solvency. If the Republic National Bank's new skyscraper home shows anything, it shows that.

The sales approach to prospective customers is in the same key as the new building. The bank was opened with a cocktail buffet for 4,500, with entertainment provided by jugglers, can-can dancers and a symphony orchestra. Newspaper advertisements welcome visitors and depositors. Radio spots intone: "See it now, now, now, now!" These methods are described by officers as "aggressive but orthodox."



IN EXECUTIVE ROW, some of Republic National's top officers stand outside office doors. President Florence's suite is at the far end of the corridor.

CONTINUED ON NEXT PAGE

stands alone in quality...



*Old Spice*  
SMOOTH SHAVE

Shaving at its best! Old Spice Smooth Shave in the pressurized container...gives a rich, velvety lather...remains firm and moist throughout your shave. And a unique, lubricating formula *soothes* your skin. For top performance and speed — make your next shave Old Spice Smooth Shave. 100



Complete the finest shave with brisk, tangy Old Spice After Shave Lotion...and start the day refreshed! 100 plus tax

Add Spice to Your Life...Old Spice for Men

SHULTON New York • Toronto





## NEW MUM MIST PROTECTS EVEN THE 2 IN 5 WHO PERSPIRE FREELY

*Here's deodorant protection  
you never thought possible!*

New Mum Mist spray deodorant stops perspiration instantly and for hours. Contains miracle hexachlorophene to prevent odor all day long—even if you are one of the 2 in 5 who perspire freely.

**No more messy running or dripping!**

Mum Mist sprays on, stays on. It dries fast—won't run, won't drip. Completely safe for normal skin—won't damage delicate fabrics. For protection that's fast, protection that lasts—get new Mum Mist!

At all toiletries counters **59c**



**with hexachlorophene**

A PRODUCT OF BRISTOL-MYERS

DAZZLER FOR DALLAS CONTINUED

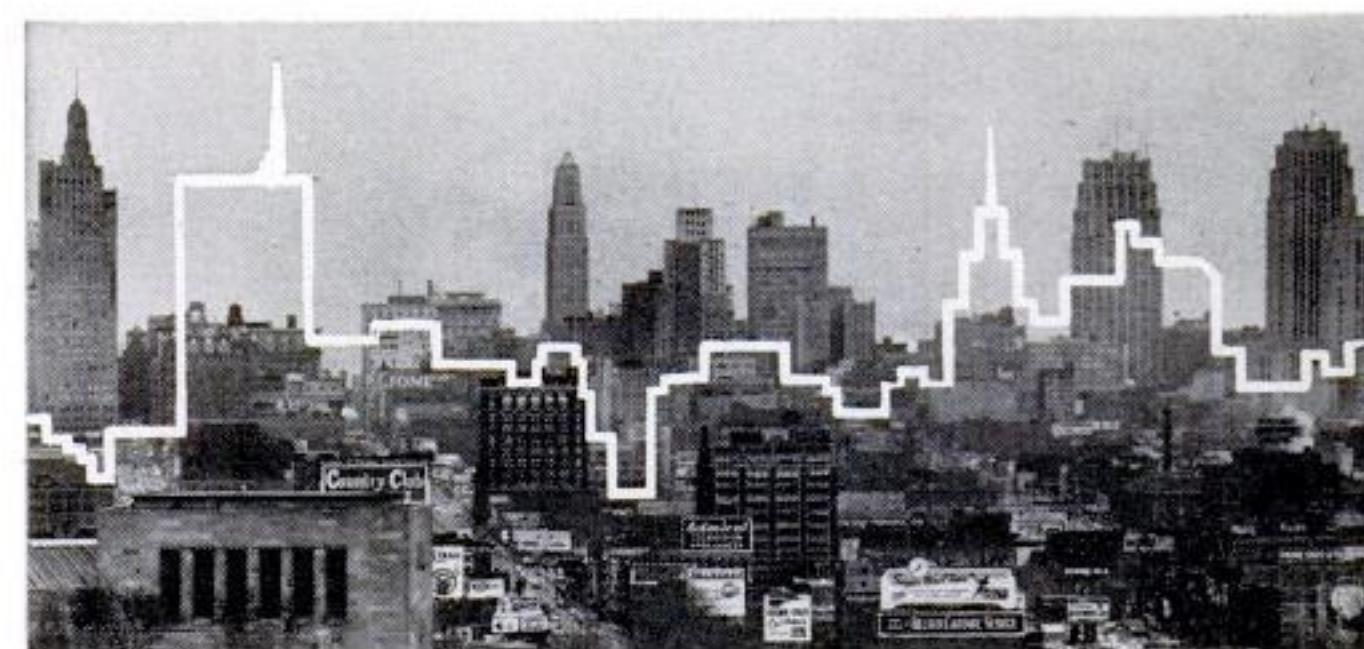
## HOW SKYLINES MEASURE UP



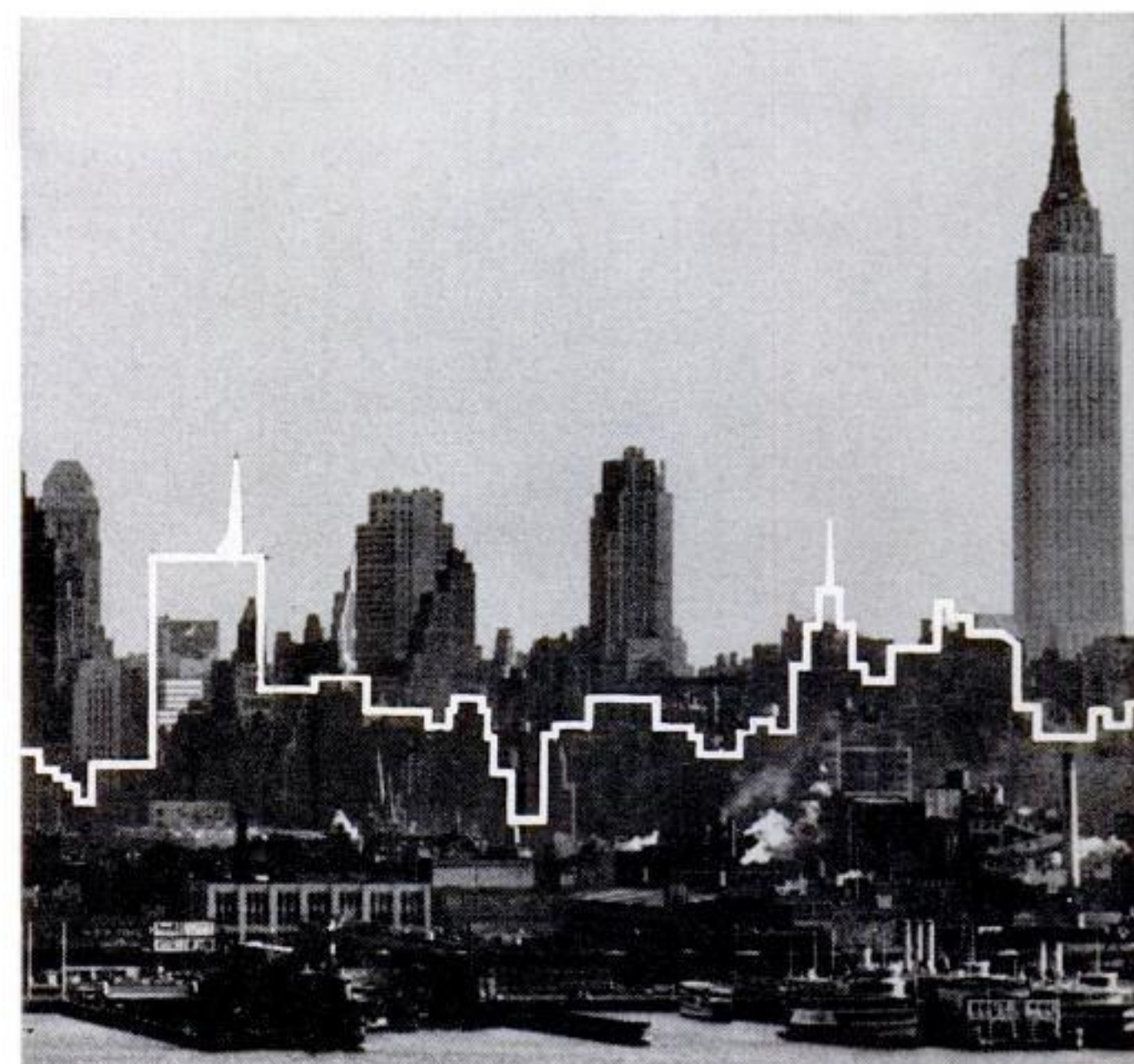
**TOWERING OVER DALLAS**, Republic National Bank Building (left) is 598 feet high, topping rival Mercantile National Bank Building (right) by 53 feet.



**COMPARED TO HOUSTON**, Dallas profile, superimposed, gives Dallas edge. At center are Houston's Esperson (409 ft.) and Gulf (428½ ft.) buildings.



**HIGHER THAN KANSAS CITY**, Dallas' two tallest top the Power and Light Co. Building (482 ft.), the Fidelity Building (453 ft.), City Hall (410 ft.).



**DWARFED BY NEW YORK**, Dallas still has some skyscraping records to shoot for. Manhattan has 17 skyscrapers taller than the tallest in Dallas.

**NEW BANK'S NEON-LIT TOWER (FOREGROUND) OUTSHINES MERCANTILE BANK'S** →







BOB HOPE SAYS: **Be an angel—make the**

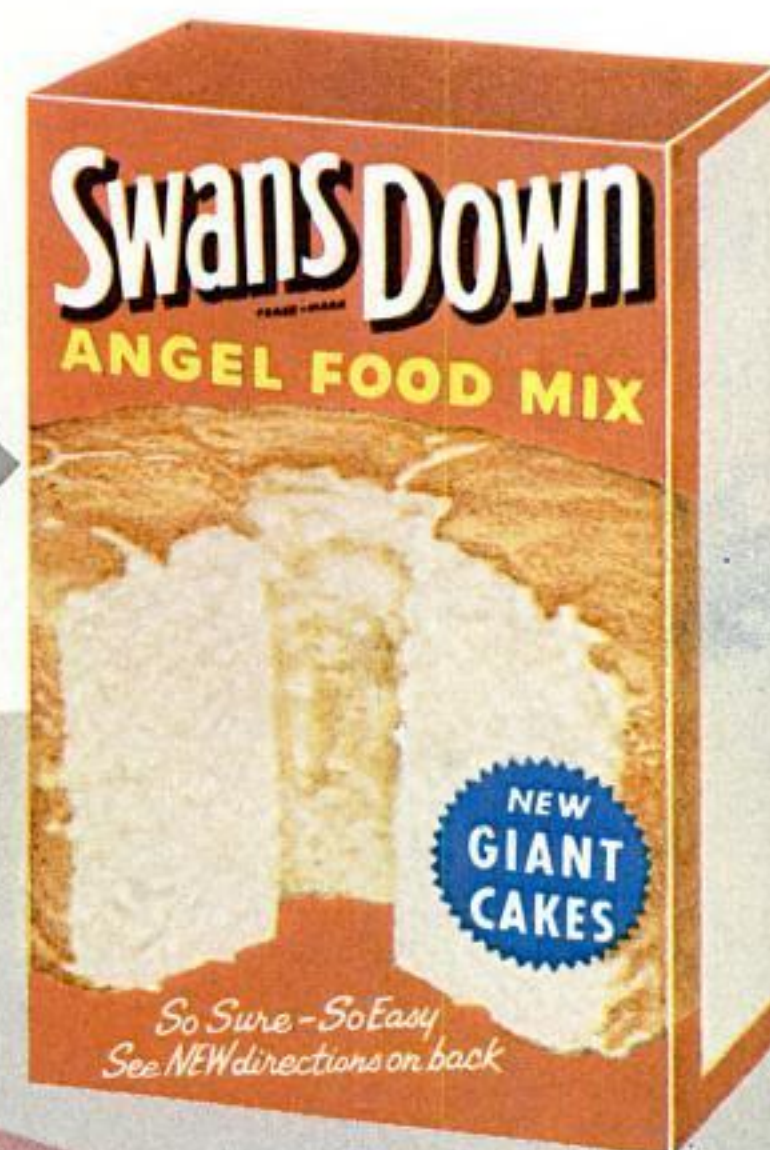
It's so easy with Swans Down  
Angel Food Mix!

*Really easy—even for first-timers.  
Nothing to add but water.*





queen of angel cakes with



Product  
of  
General  
Foods



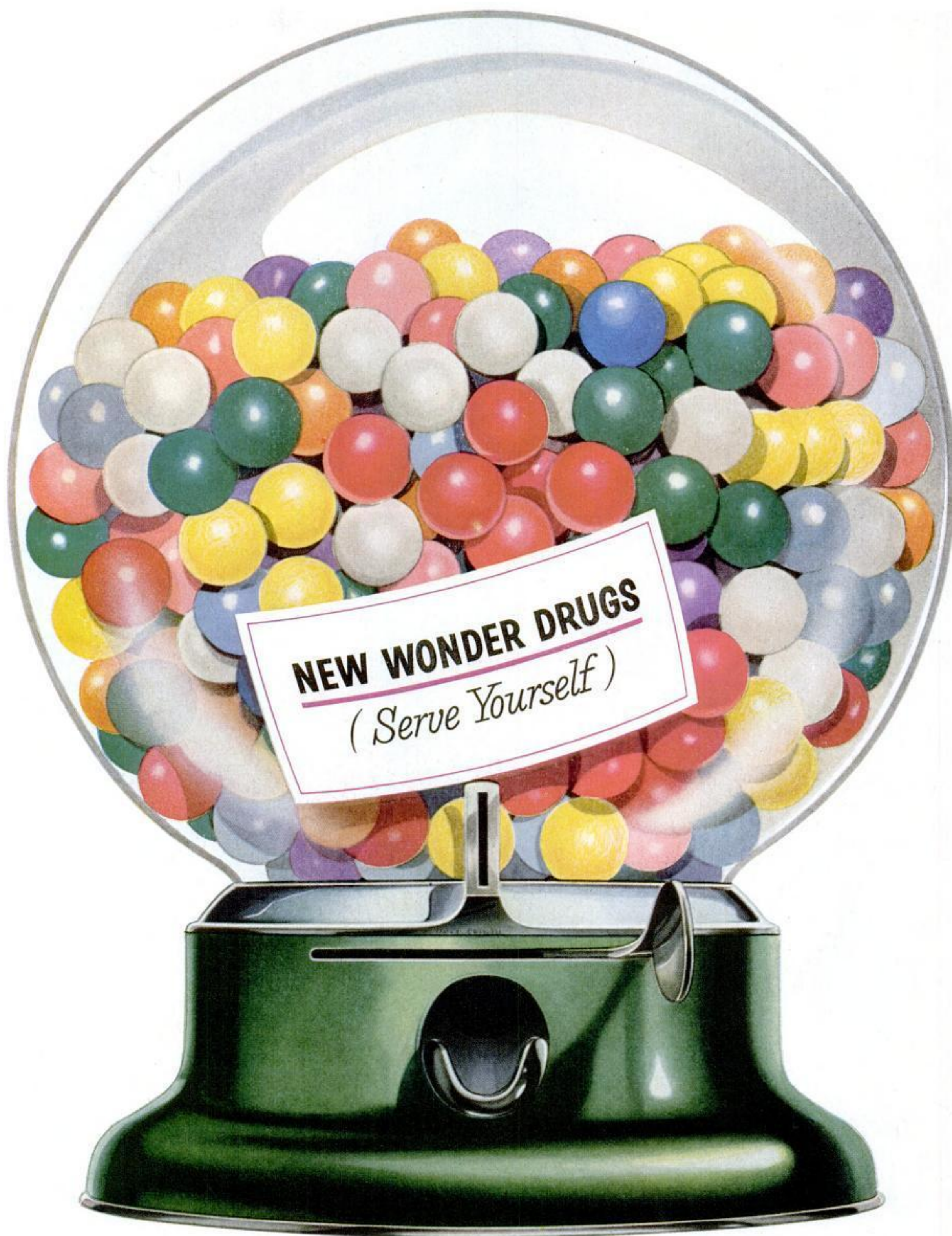












**If they're so wonderful—why not?** Maybe you've read about the miracle-working properties of a newly developed drug; or heard about the almost incredible cure it worked for some friend. You try to buy it, and find you can't without a doctor's prescription. And you wonder why they make such a "universal boon to mankind" so hard for you to get!

As makers of more than seven hundred pharmaceutical products, including a number of these "wonder drugs", we at Parke-Davis know how effective the newer drugs can be—*when properly used*. We know also that no drug will work "miracles" for everyone, and that only the skill and knowledge of a physician can make it work effectively for you.

Medical research today is writing one of the most heartwarming chapters in the history of mankind. Today—in addition to all the older established remedies—your doctor has at his service the many new discoveries of medical and pharmaceutical science. The surest way to take full advantage of modern medical progress is to see your doctor—and see him *promptly*—when you become ill.

**PARKE, DAVIS & COMPANY**

Research and Manufacturing Laboratories Detroit 32, Michigan

**Makers of medicines since 1866**

Copyright 1955—Parke, Davis & Company





# The Tropics at Home

THEIR EXOTIC, COLORFUL PLANTS  
ARE NEW HOUSEHOLD FAVORITES

Photographed for LIFE by ALFRED EISENSTAEDT

The lovely, lush plants which grow in the tropics along the banks of bough-tented rivers and high in the branches of soaring trees could once be seen outside their habitat only in sunny, humid botanical gardens or in solariums of big estates. But now they are beginning to appear on window sills and in the decorative plant holders of U.S. homes, displacing the geraniums and ferns of former years. This floral revolution is made possible by the modern house, which is designed to provide more humidity and daylight. It is encouraged by the search for unusual plants by growers like Julius Roehrs & Co. of Rutherford, N.J. where these pictures were taken. Grown for their exotic leaves, such plants need considerable moisture, warmth and plenty of light but not necessarily direct sunlight.



*Ace of Hearts*

This is a caladium and like most caladiums is descended from stock found in Brazil in 1780. Sensitive to drafts, it should have much light but not direct sunlight. It withers after a few months but then the tuber regenerates.

*Ivy Tree*

Descended from English ivy crossed with a bushy Japanese aralia, this needs a cool location. Like rest of plants shown, it should be kept constantly moist by placing the pot in saucer of water until surface soil becomes damp.

CONTINUED ON NEXT PAGE







### *Coral Berry*

The plants which appear on these pages are bromeliads. In the tropics they cling to limbs with their roots, live on water and air. Coral berry takes two years to bloom. Its berries appear, then blue petals open out from them.



### *Painted Feather*

Painted feather (*left*) blooms only once, after about two years. Then offshoots appear on it which can be cut and repotted, or new plants can be raised from seed. The feather needs constant light, a temperature range of 55°-75°.

### *Bromeliad King*

The leaves of all bromeliads form a funnel to collect water, which should be kept filled. Bromeliads grow best planted in a mixture containing orchid peat or peat moss. The king is grown from seed, takes 15 years to mature.

### *Zebra Plants*

Unlike most bromeliads, the zebra plant grows naturally on the ground. The plant throws out some 20 offshoots to propagate itself. Kept constantly moist, it will grow very large, sometimes spreading to a diameter of a foot.





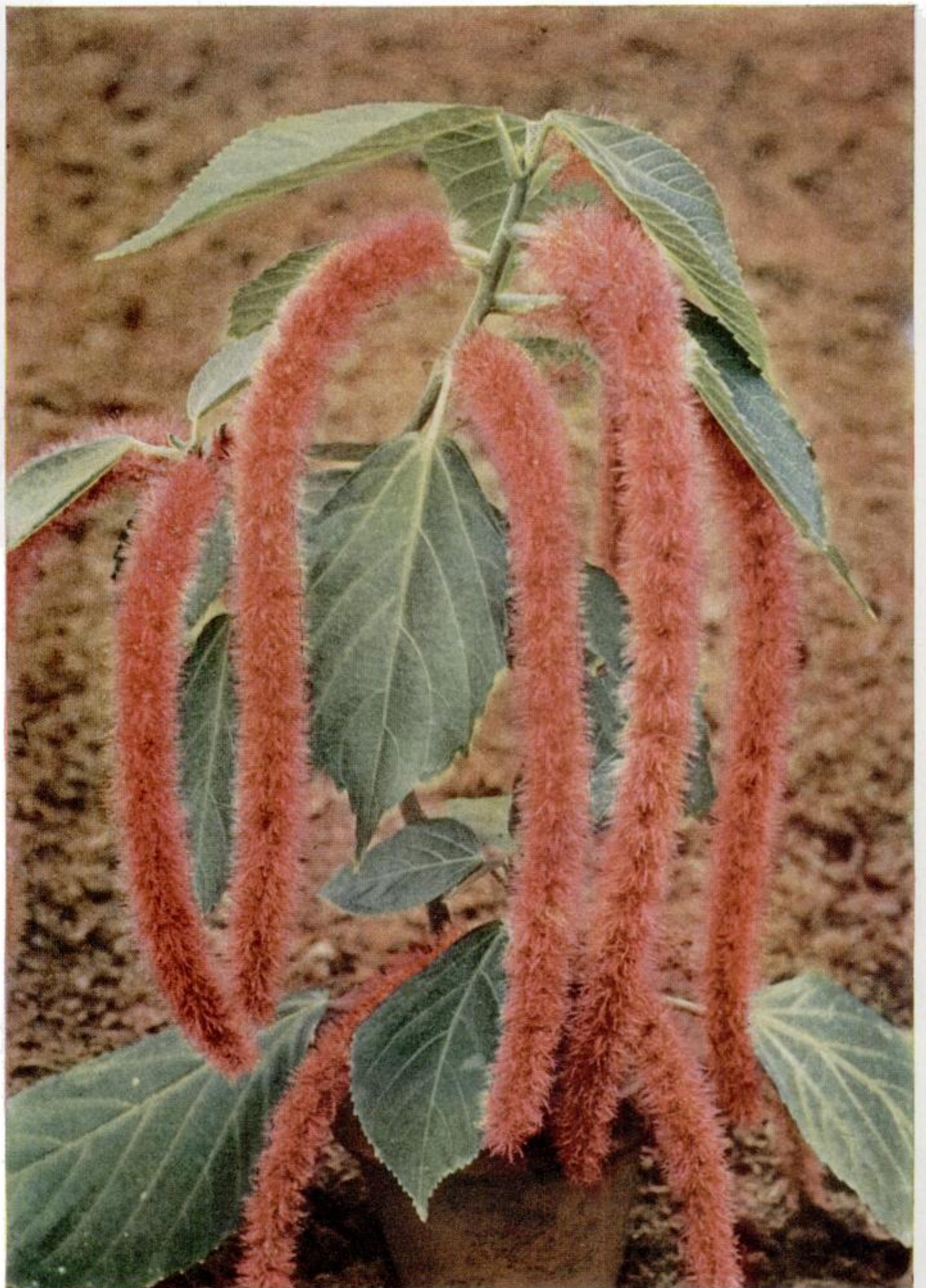


### *Flamingo Flower*

This is one of the most common of some 500 species of anthurium. In the jungle the scarlet spathes attract insects to necklike spadix on which are the flowers. It should be kept as humid as possible and away from the direct sunlight.

### *Marbled China Rose*

Discovered in 1862 in hottest part of northern Australia, this is a dwarf hibiscus, used in the tropics as a hedge plant. Like all plants shown, it should be sprayed forcefully with water to remove the red spiders which attack it.



### *Fox Tails*

These broad-leaved plants can grow up to 15 feet in height, putting out 50 fuzzy hanging spikes nearly two feet long. For home use they can be easily cut back. Fox tails need fertilizer periodically to keep foliage in perfect condition.



### *Carpet Plant*

The carpet plant is a creeper, one of 30 varieties of velvet-leaved episcia. If permitted to trail on ground, it will spread out, making it ideal for a terrarium. It must be guarded both from cool temperatures (below 60°) and direct sun.





**ACTUAL EVENT**, as reported in newspaper, took place in isolated house about 10 miles from Philadelphia. Three convicts from



Lewisburg penitentiary held family of James Hill as prisoners while they hid from manhunt. All three convicts were later captured.

## TRUE CRIME INSPIRES TENSE PLAY

The ordeal of a family trapped by convicts gives Broadway a new thriller, 'The Desperate Hours'

Three years ago Americans all over the country read about the desperate ordeal of the James Hill family, who were held prisoners in their home outside Philadelphia by three escaped convicts. Later they read about it in Joseph Hayes's novel, *The Desperate Hours*, inspired by the family's experience. Now they can see the story re-enacted in Hayes's Broadway play based on the book, and next year will see it in his movie, which has

been filmed but is being held up until the play has a chance to pay off.

The play, directed by Robert Montgomery and expertly acted, is a heart-stopping account of how a family rose to heroism in a crisis. LIFE photographed the play during its Philadelphia tryout, transported some of the actors to the actual house where the Hills were besieged. On the next page scenes from the play are re-enacted on the site of the crime.

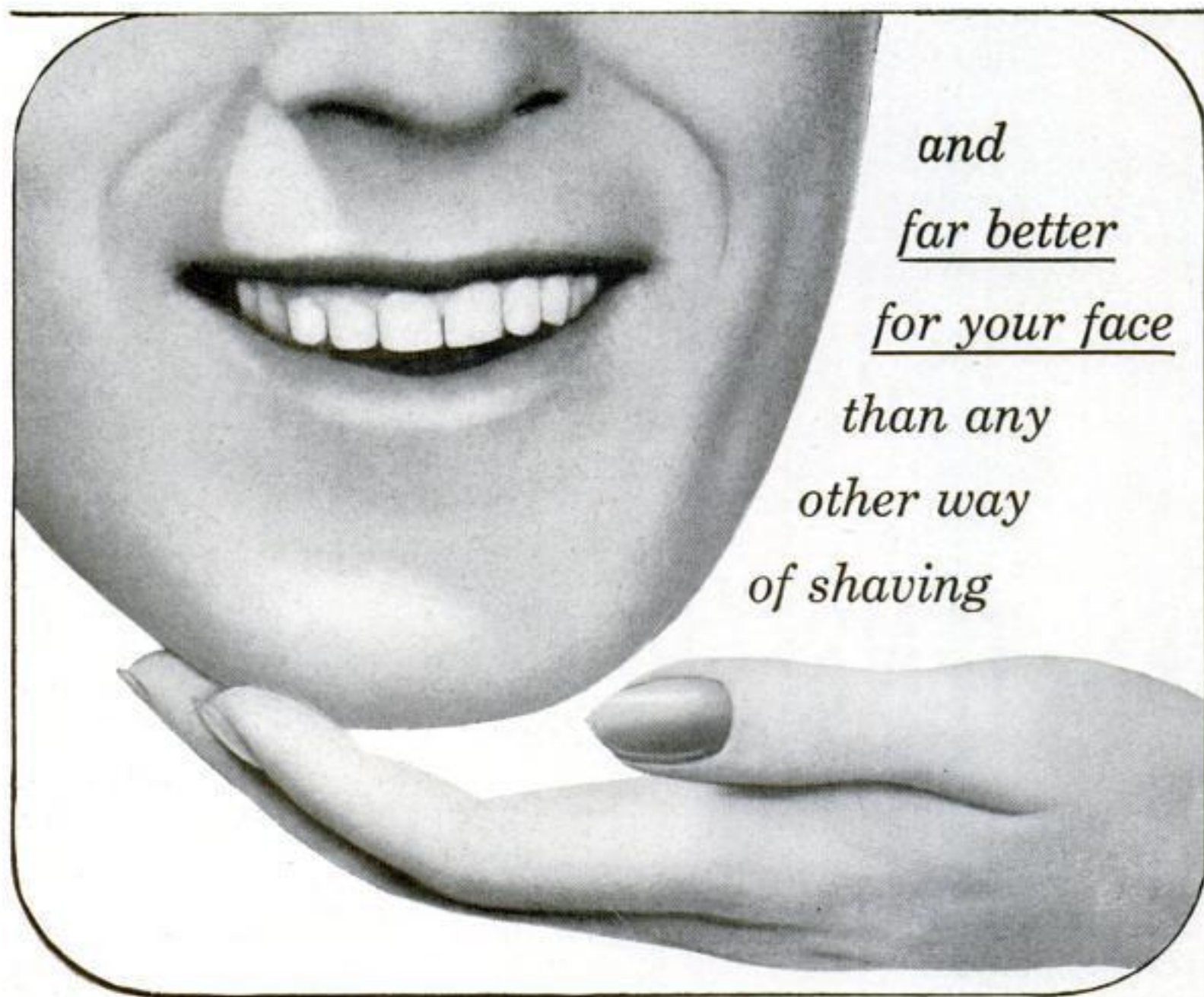
**STAGE SETTING** for play is cross section of the besieged house. Two convicts in living room harangue the daughter while the mother (Nancy Coleman)

watches helplessly. In bedroom (above, right) the father tries to comfort his son, as a third convict listens in on telephone calls in the upstairs hallway.





## Pretty smooth: your Barbasol shave



*and  
far better  
for your face  
than any  
other way  
of shaving*

### And here's why...

#### 1. Barbasol is not alkaline, won't dry out your skin

Soapy, alkaline... tough  
for skin to take



Its special non-soapy formula is easy on your skin—actually makes your face feel better, look years younger. That's because it won't soap off natural skin lubricants as "canned" and lather shaves do. Barbasol never leaves your face hot, parched, taut.

Won't soap off skin lubricants

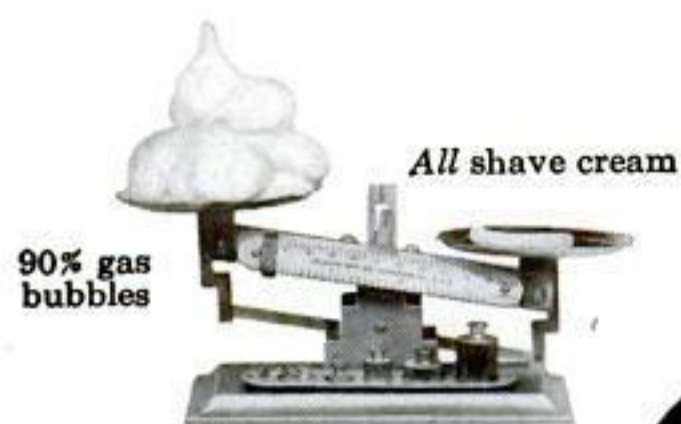
#### 2. Barbasol has more soothing agents!



More skin soothers than  
any other shave cream

Barbasol's rich in emollients—special skin-soothing agents. It contains more of 'em than any other shave cream made. These ingredients help precondition your face for shaving, keep it feeling tiptop after every shave. And with Barbasol your razor gets closer. Shaves last longer than with any other way.

#### 3. Barbasol is all shave cream!



90% gas  
bubbles

All shave cream

Every bit of Barbasol is designed to condition your face, make shaving much easier. It has real body. Not like "canned" shaves—they're 90 per cent gas bubbles, and bubbles never licked a whisker yet. Barbasol softens your whiskers quick, holds 'em up so your razor can slice 'em clean.

- no brush
- no lather
- no rub-in

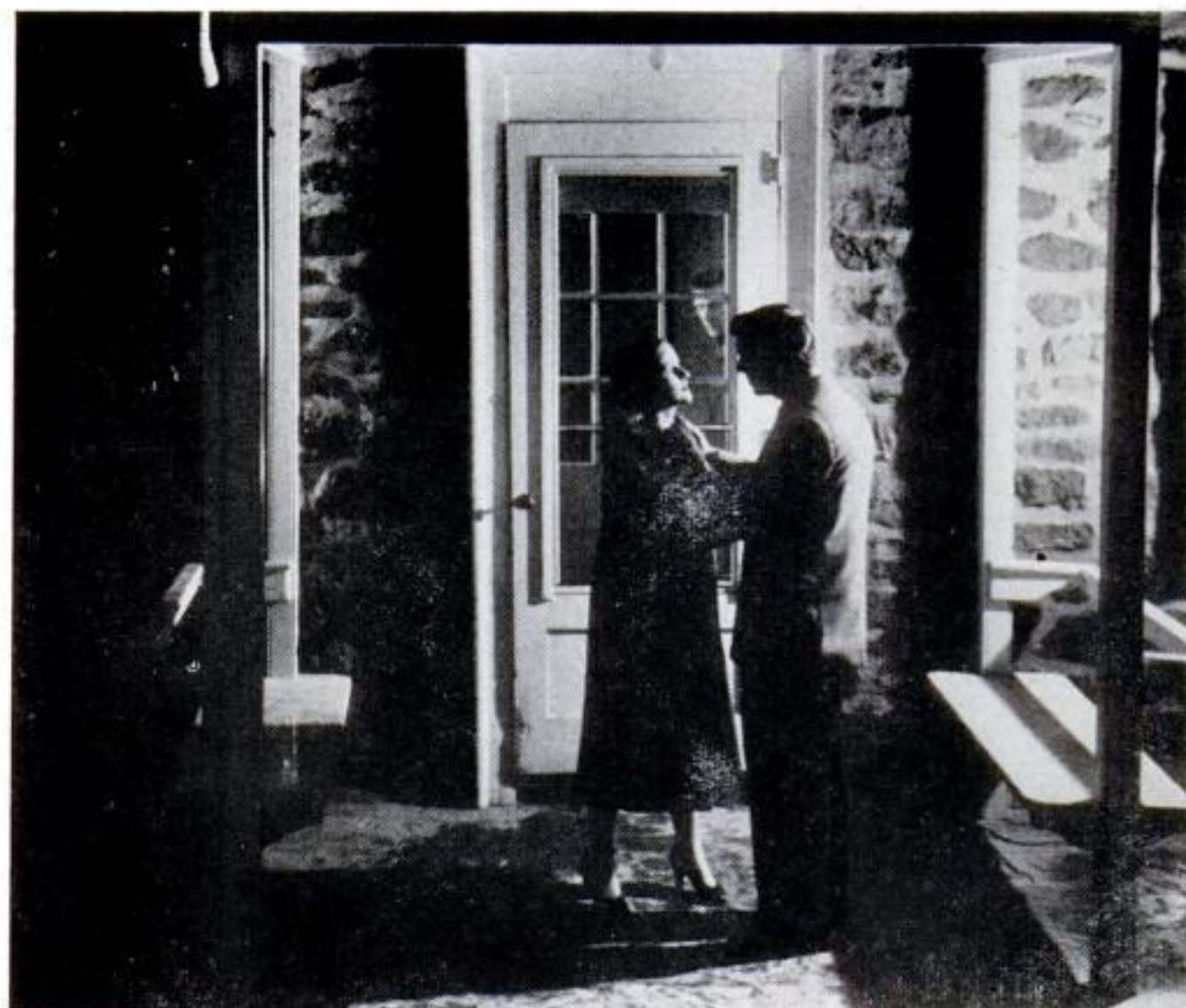
Face it, man!



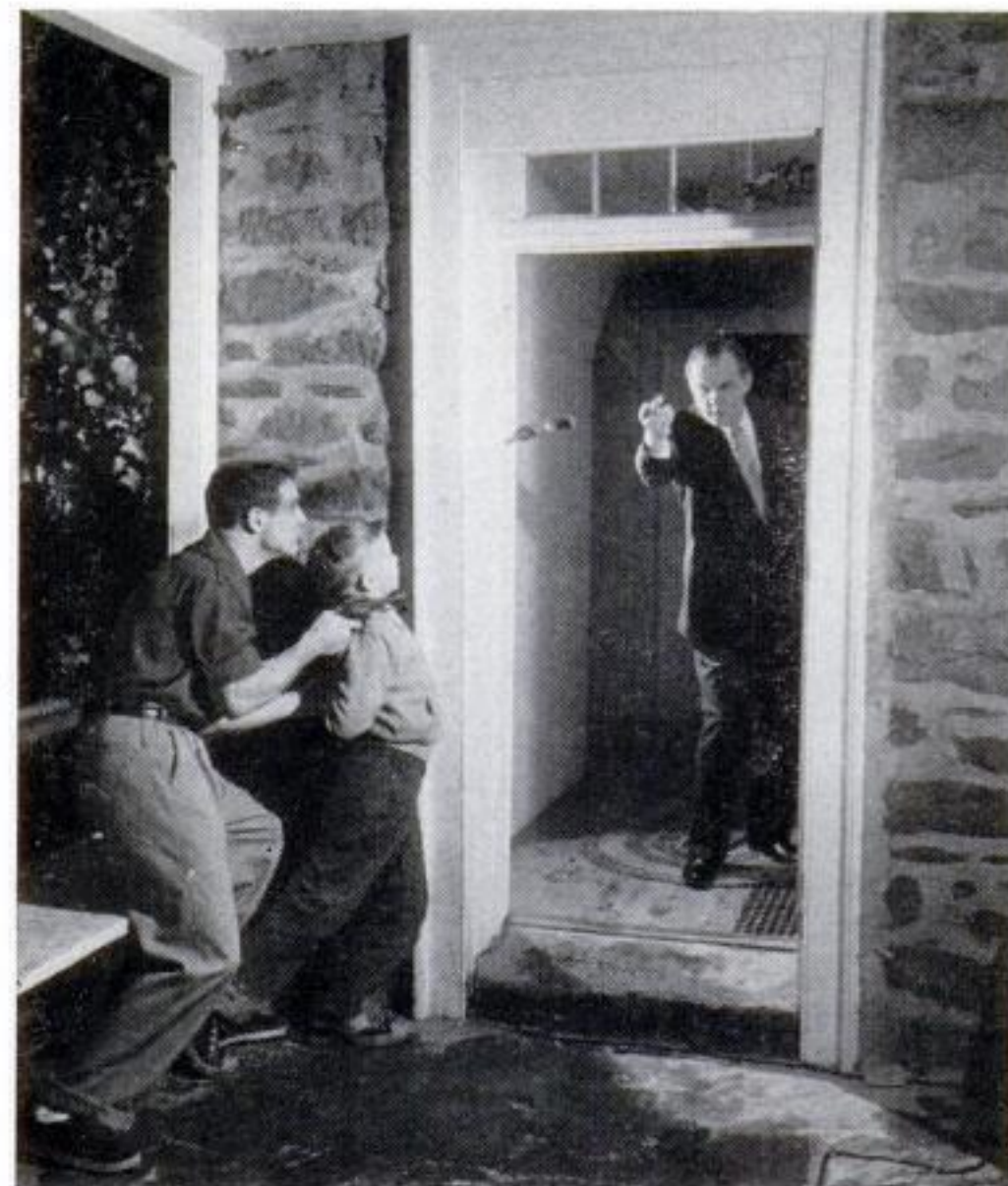
shave with Barbasol  
...it's 3 ways better!

True Crime CONTINUED

## THREE CRISES AT A BACK DOOR



**AT REAL HOUSE** where family was trapped, actors do scenes from the play. Here daughter Cindy stalls off her beau from entering the beleaguered home.



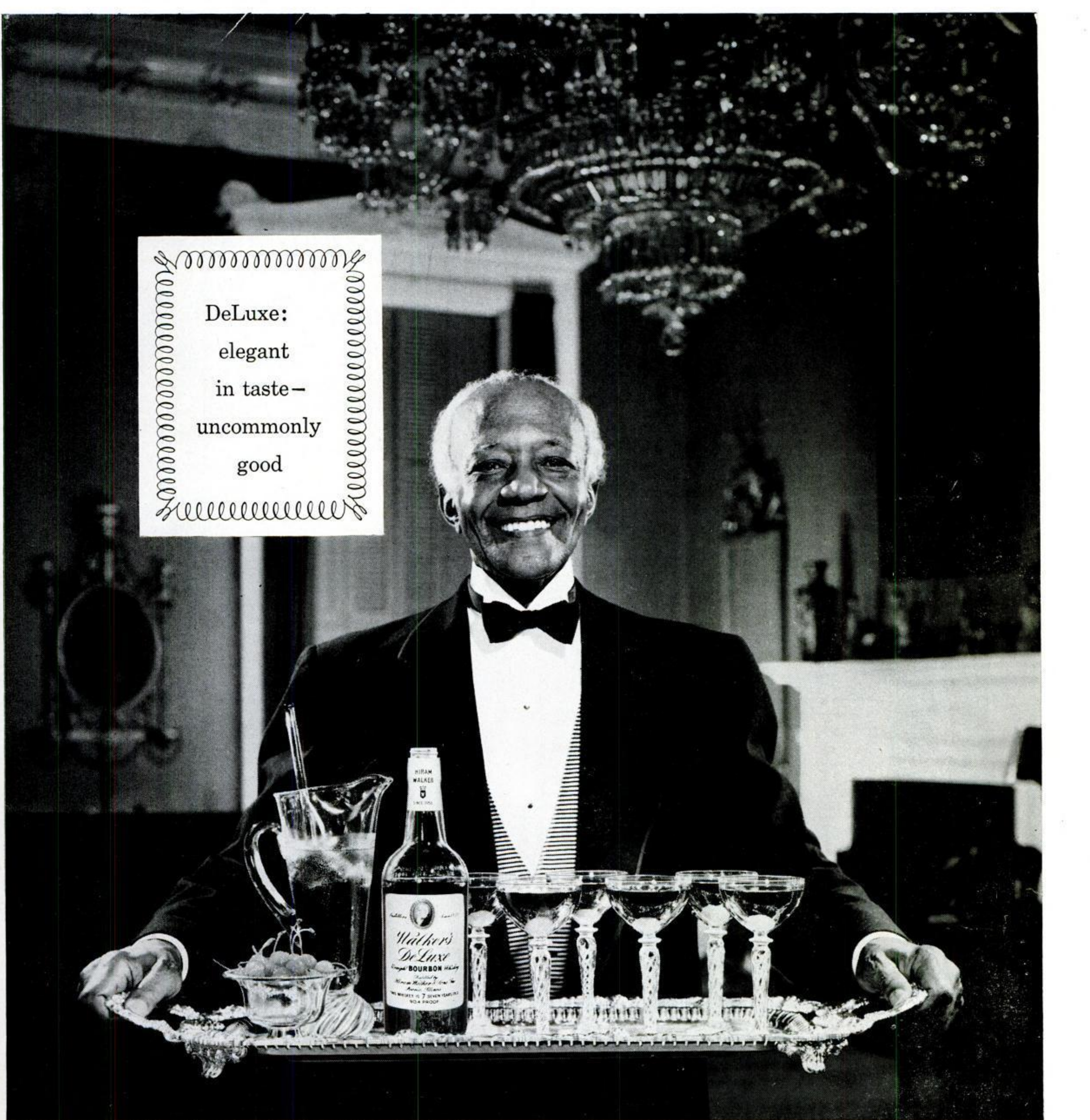
**BRAVE TRY** to save family fails when father (Karl Malden) has to toss out gun because son is held as hostage.



**FIRST HOPE** for rescue comes when trash collector chats with wife and senses something is wrong. He is killed, but his death puts police on trail.

CONTINUED ON PAGE 73





DeLuxe:  
elegant  
in taste—  
uncommonly  
good

*7-year Walker's DeLuxe makes elegant Manhattans! Try one?*

Even the most meticulously made drinks become notably smoother to the taste when made with Walker's DeLuxe. Mellowed through 7 quiet years in barrels of charred oak, this is Hiram Walker's very finest bourbon—elegant in flavor, 90.4 proof. May we recommend Walker's DeLuxe when next you order?

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 90.4 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



The Original  
**fredric arnold**  
Folding Aluminum Armchair



Use them now in recreation room for TV viewing, or in den. When spring comes, put them outside where they'll provide the perfect answer to that leisure living you're looking forward to. Comfortable, colorful . . . and best of all, they'll withstand weather's worst without deterioration. Frames of Alcoa® Aluminum are light but strong; seat and contour back are bright, multicolor plaid. The whole chair folds flat for storage.

Made by the world's largest producer of aluminum folding chairs, the Fredric Arnold Co., Brooklyn 1, N. Y. Sold at better furniture and department stores everywhere.

A user of

**ALCOA**



**ALUMINUM**

ALUMINUM COMPANY OF AMERICA

It's SEA'LICIOUS.

A NEW  
TASTE  
THRILL!

Made with luscious  
tender oysters, creamery butter and fresh milk.

*So good for you!*



**NEW**  
DOUBLE  
FEATURE  
GARTER  
BELT

to wear all through the month

It's a dainty, smoother-fitting garter belt, plus a wonderfully convenient sanitary belt with hidden sani-tabs for "those days"! Quick-drying nylon. \$2.50

At better  
stores everywhere.

EXQUISITE FORM BRASSIERE, INC.

*Exquisite Form*  
BRASSIERES



**A-1**  
SAUCE

Makes  
FISH  
delicious!

Ask for A-1  
when dining out, too!



**BRUTISH CONVICT** (George Matthews) roughs up the young son, Ralphie (Malcolm Brodick), who shows his

spunk by talking up to the criminals. The hand of another convict holds a revolver (foreground) to terrorize family.



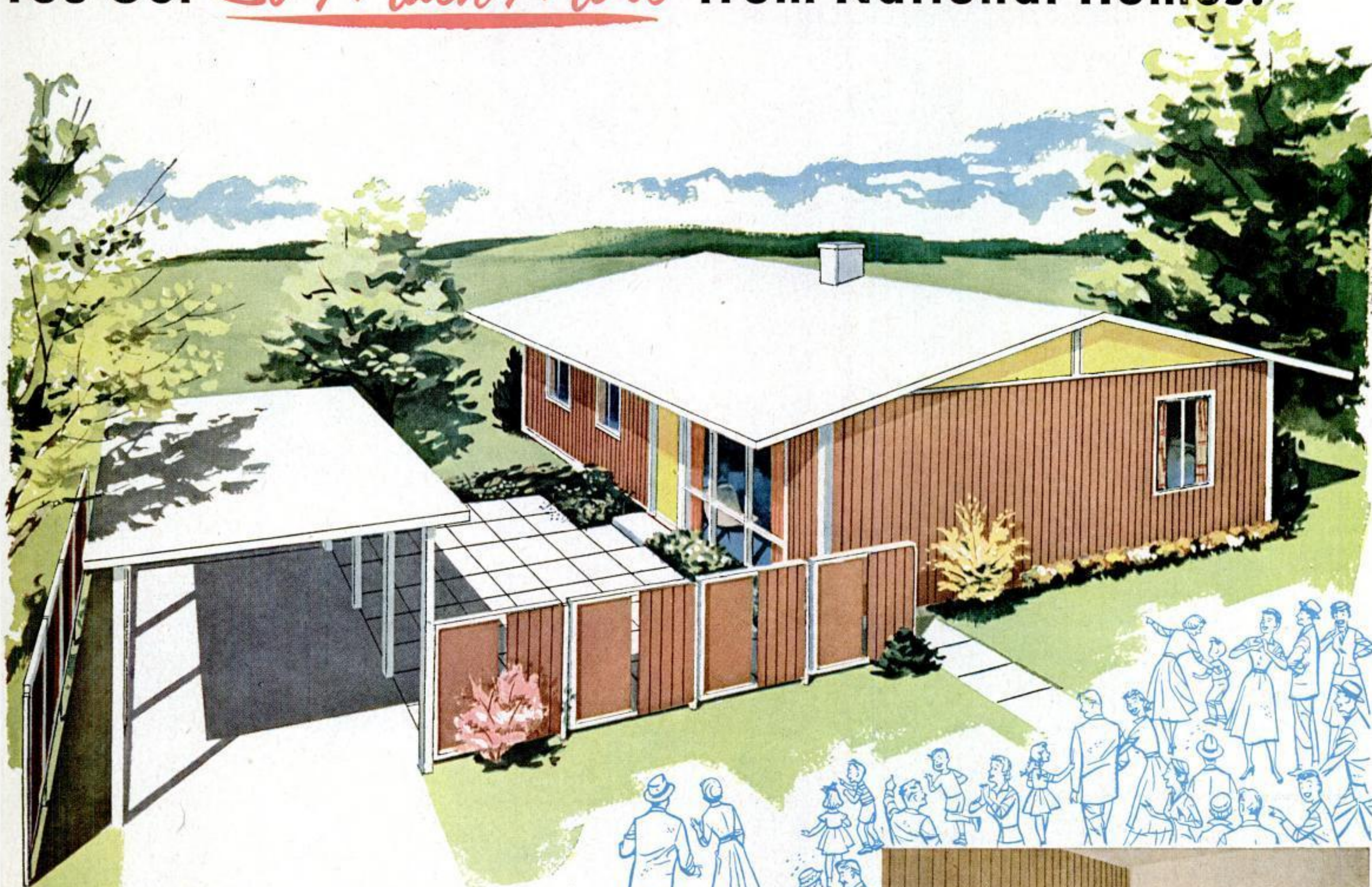
**DARING DAUGHTER** (Patricia Peardon) bites hand of youngest convict (George Grizzard), makes him drop gun.



**FEVERISH FATHER** cleverly foists off unloaded gun on the leader (Paul Newman), saves his son and family.



You Get *So Much More* from National Homes!



See for Yourself at

## NATION-WIDE OPEN HOUSE!

*So Much More* in new designs . . . thirty-two new floor plans by National's master architect, Charles M. Goodman, AIA . . . abundant floor-to-ceiling closets and storage space—big kitchens with efficient layouts—aluminum sash windows. So much more in luxurious new roominess all through the house!

*So Much More* in the precision of National's engineered construction . . . every detail from roof-ridge to threshold *pre*-tested and quality controlled from start to finish! So much more in top grade material—from kiln-dried lumber to the last coat of paint specified by National's famed color-stylist Beatrice West. So much more in structural strength of completed home!

See your National Homes Builder-Dealer now!

**NO DOWN PAYMENT** for Veterans in many areas!

*Amazingly low down payment for non-veterans — monthly payments approximately \$75.*

© 1955 N. H. C.

*Seeing is Believing!*

Nation-wide **OPEN HOUSE** Showing Starts February 26th . . .

Watch local paper for time and location

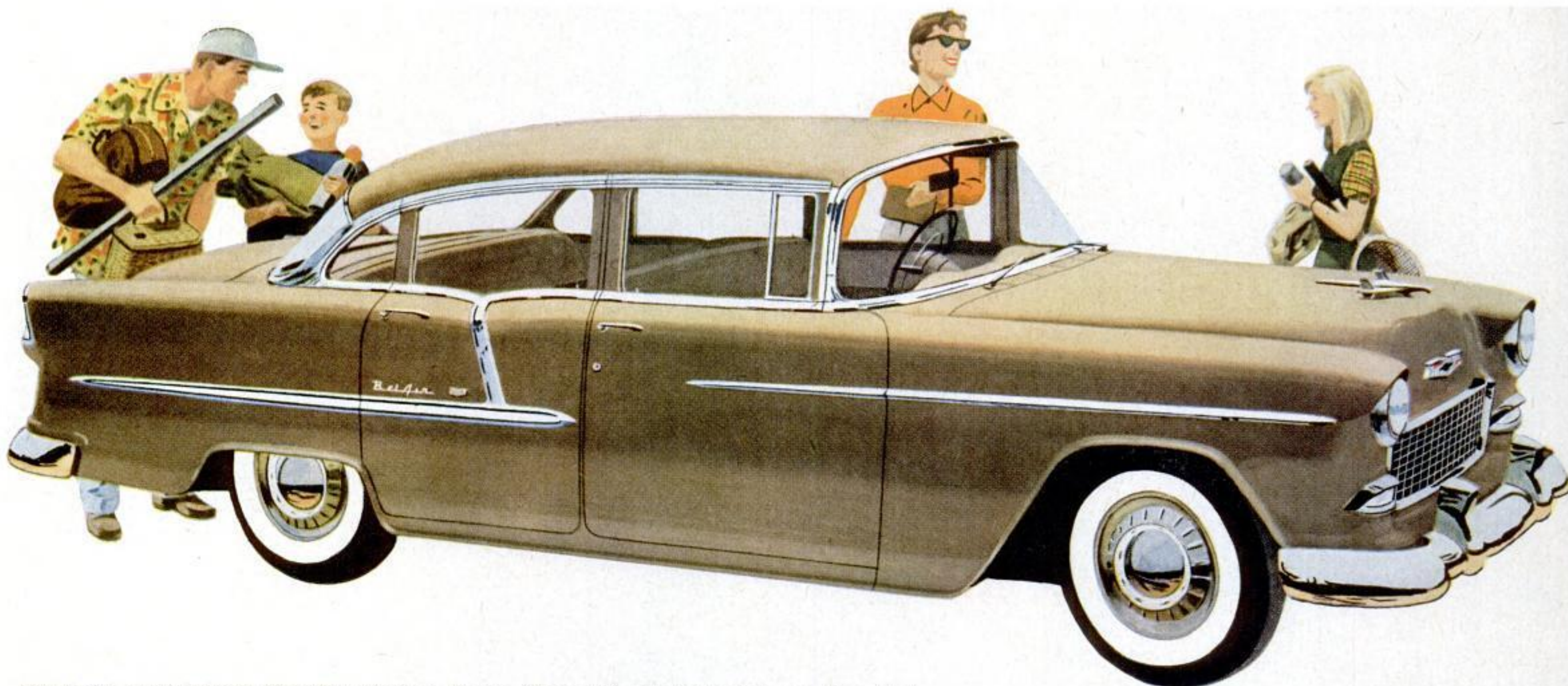


The brilliant new 1955 "Custom-Line" 3 bedrooms . . . carport . . . enclosed patio . . . priced for YOU! Spacious living room has glass wall overlooking patio.

Look in yellow pages of phone book under "Builders" for nearest National builder-dealer or write NATIONAL HOMES, Dept. L-355, Lafayette, Ind., for details of all 1955 models.



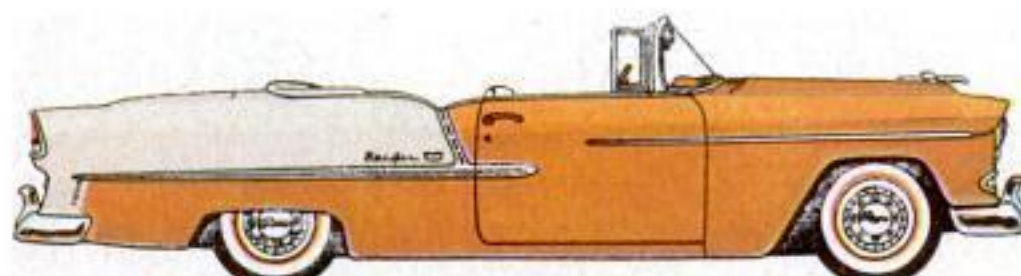




**THE BEL AIR 4-DOOR SEDAN** in Autumn Bronze. Chevrolet's new Fisher Body combines that long, low, "let's go" look with more room inside for hips, hats and shoulders, and new rigidity and safety underneath. It's one more reason why Chevrolet's stealing the thunder from the high-priced cars!



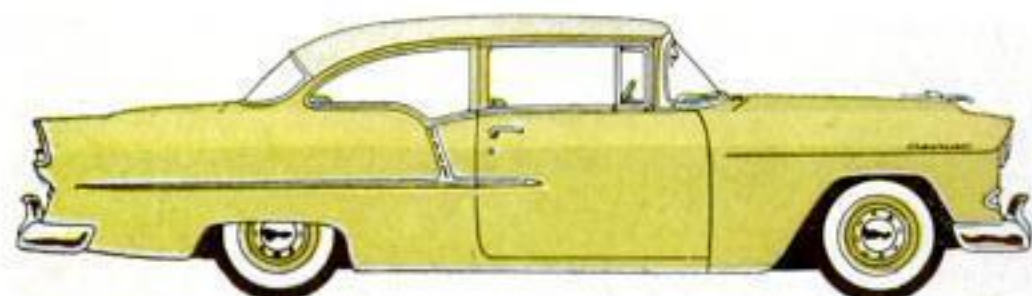
**THE BEL AIR SPORT COUPE** in Shadow Gray and Coral. You ought to see how the interior looks, too!



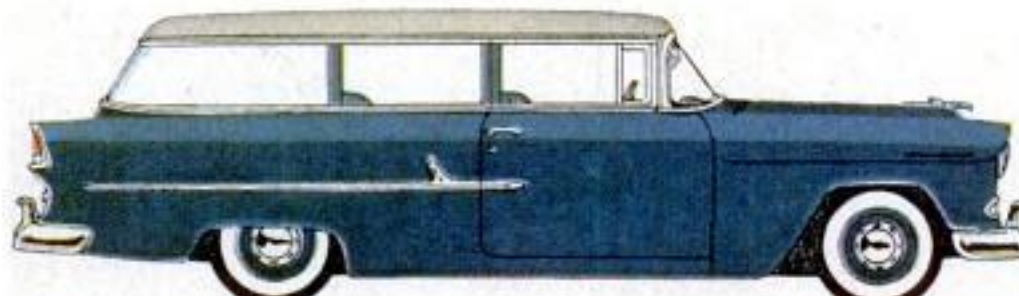
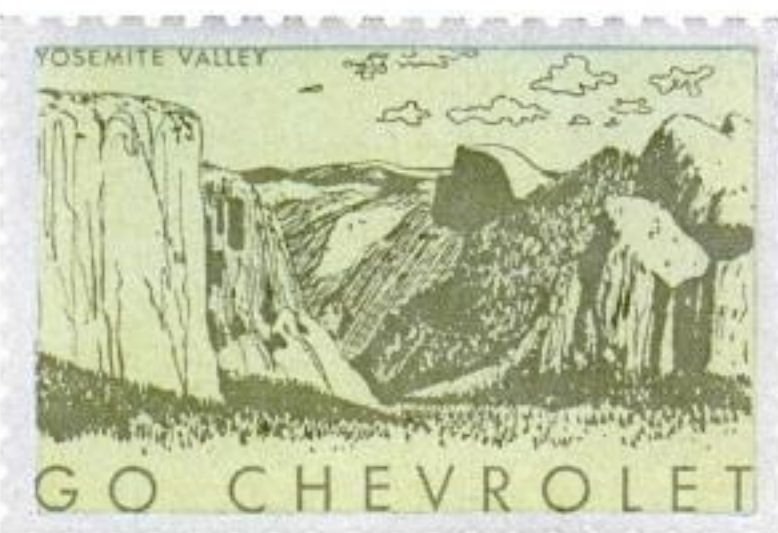
**THE CONVERTIBLE** in Shoreline Beige and Gypsy Red. Top, interior and exterior colors all harmonize.



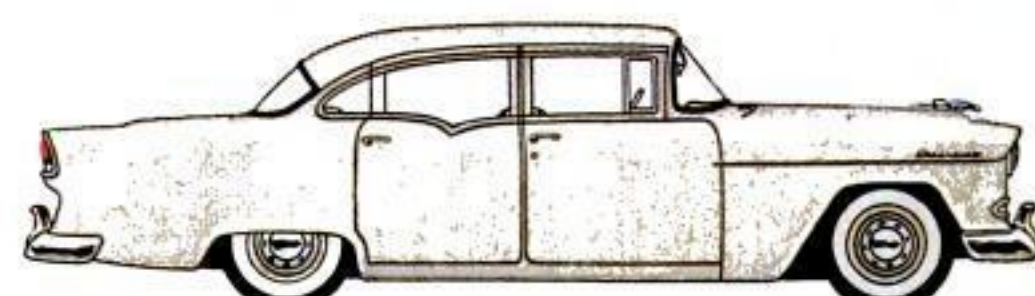
**THE BEL AIR BEAUVILLE** in Regal Turquoise. Both rear seat backrest and cushion fold flat for extra cargo space.



**THE DELRAY CLUB COUPE** in India Ivory over Harvest Gold. The interior's all-vinyl—practical, washable, colorful.



**THE "TWO-TEN" HANDYMAN** in Shoreline Beige over Glacier Blue. Another handsome and durable all-vinyl interior.



**THE "ONE-FIFTY" 4-DOOR SEDAN** in Shoreline Beige. The seeing's better through that Sweep-Sight windshield.

*See your Chevrolet Dealer*





# 4 wonderful ways to see the U.S.A.!

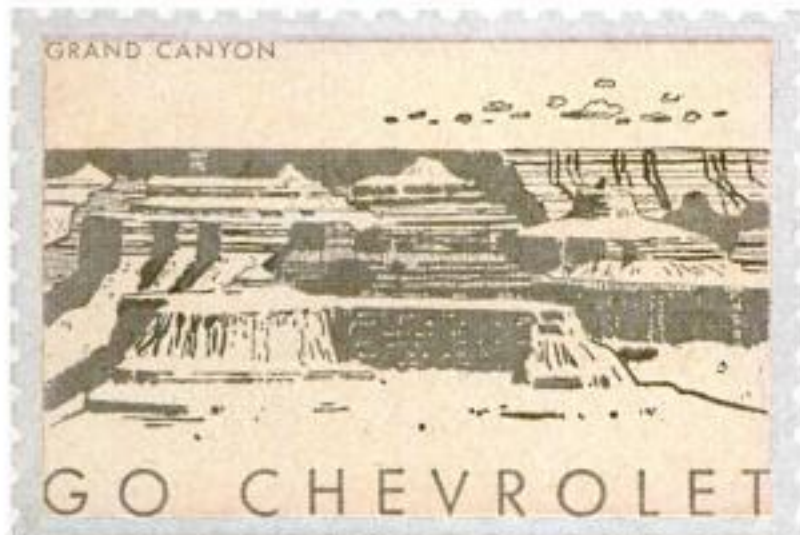
## the *motoramic* Chevrolets for '55

Where in all this glorious land would you like to go? To some avenue of fabled smartness like Fifth, or Michigan, or Wilshire? (You'll see nothing there to out-smart the show car styling of your new Chevrolet!) Up some twisting mountain road to a stream where trout play tag? (Glide-Ride front suspension rolls the bumps smooth—outrigger rear springs straighten the curves!) Across the level plains to some faraway place you've never been? (There

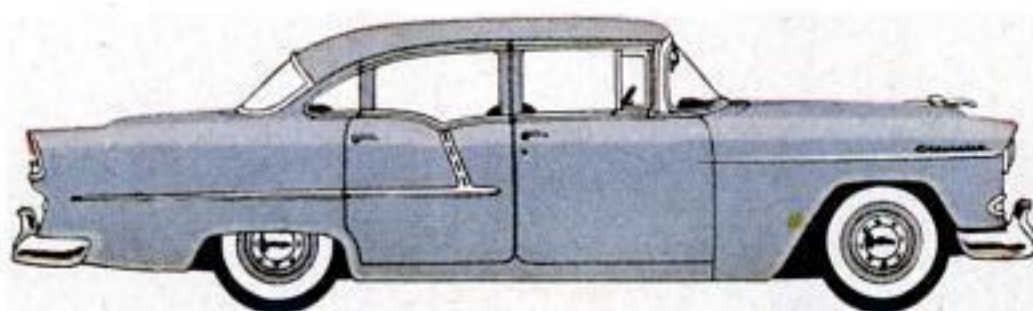
are three high-stepping engines to give you a world of new fun in the getting there—the new "Turbo-Fire V8" and two new "Blue-Flame" 6's!) Your new Chevrolet is ready whenever you are. Drop in and pick your model, color, engine, and drive—new Synchro-Mesh transmission or, as an extra-cost option, smoother Powerglide or new Overdrive. All in all, it's the youngest, freshest, most exciting choice on wheels today!



THE "TWO-TEN" TOWNSMAN in Sea Mist Green over Neptune Green—one of Chevrolet's show-stopping new Station Wagons for '55.



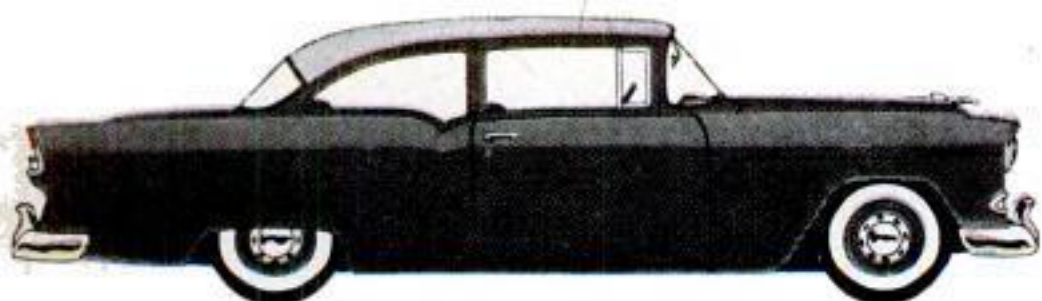
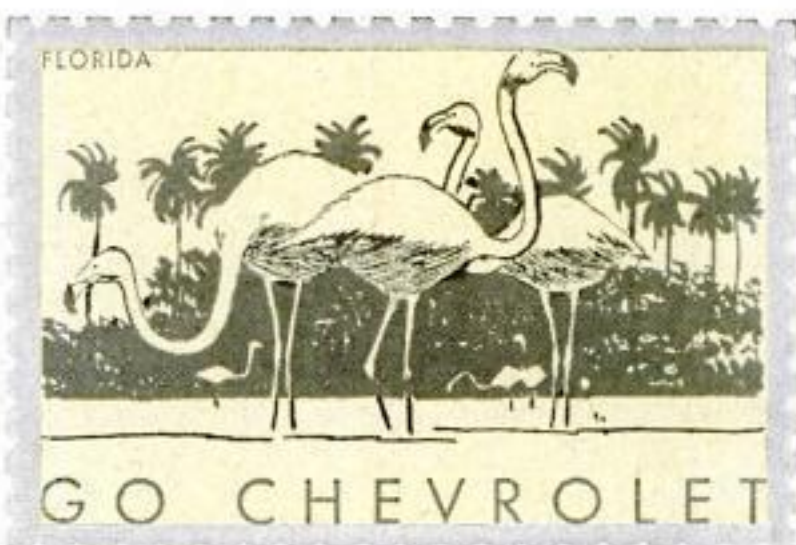
THE BEL AIR 2-DOOR SEDAN in Shoreline Beige over Neptune Green. Available with all extra-cost power options.



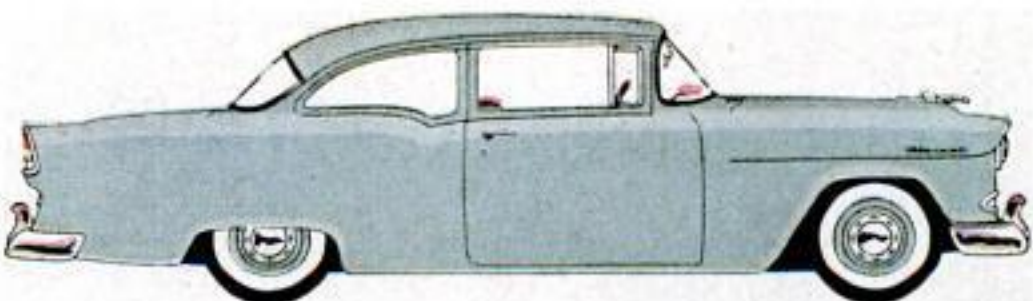
THE "TWO-TEN" 4-DOOR SEDAN in Skyline Blue. Even air conditioning is yours at extra cost on V8 models!



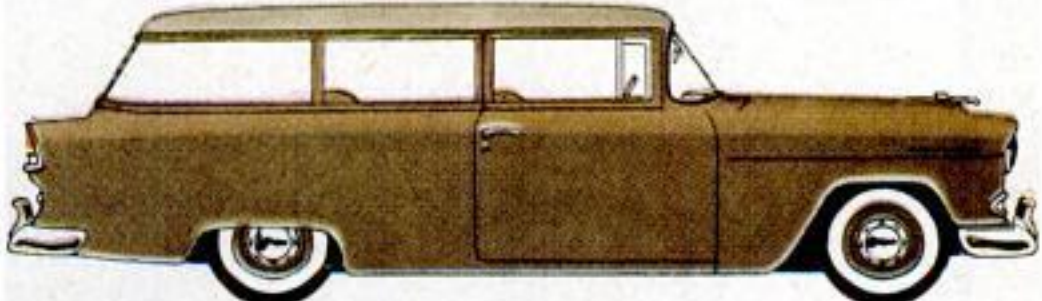
THE "TWO-TEN" 2-DOOR SEDAN in Copper Maroon. New high-level ventilation system brings in fresher, cleaner air.



THE "ONE-FIFTY" 2-DOOR SEDAN in India Ivory over Shadow Gray. Everything's new in every new Chevrolet!



THE "ONE-FIFTY" UTILITY SEDAN in Sea Mist Green. The entire rear compartment is level floor for cargo.



THE "ONE-FIFTY" HANDYMAN in Shoreline Beige over Autumn Bronze. Rear quarter windows curve smartly.

*The motoramic Chevrolet... stealing the thunder from the high-priced cars!*





*When appetites are ready before dinner is . . .*

**At your table in seconds**—tempting Chef Boy-Ar-Dee Spaghetti and Meat Balls—ready to heat and serve just as it comes from the can!

It's a treat just to see it steaming there at your place. And when you taste Chef's Spaghetti and Meat Balls . . . you'll relish the full flavor of specially braised *pure-beef* meat balls and choice spaghetti delicately seasoned with Chef's own famous tomato-rich Italian Sauce.

Now, here's the best part yet. Chef's Spaghetti and Meat Balls cost only 14¢ a delicious serving. Available in the regular 2-serving can or the large, family-sized, 5-serving can.

*It's Chef's special way with sauces* that makes this—and all the other Chef products—so extra-specially good. And you can get the sauces *separately*, too. Try them. Enjoy letting Chef do your cooking for you!

**Quick** wonderful-tasting **CHEF BOY-AR-DEE**  
*Spaghetti and Meat Balls*



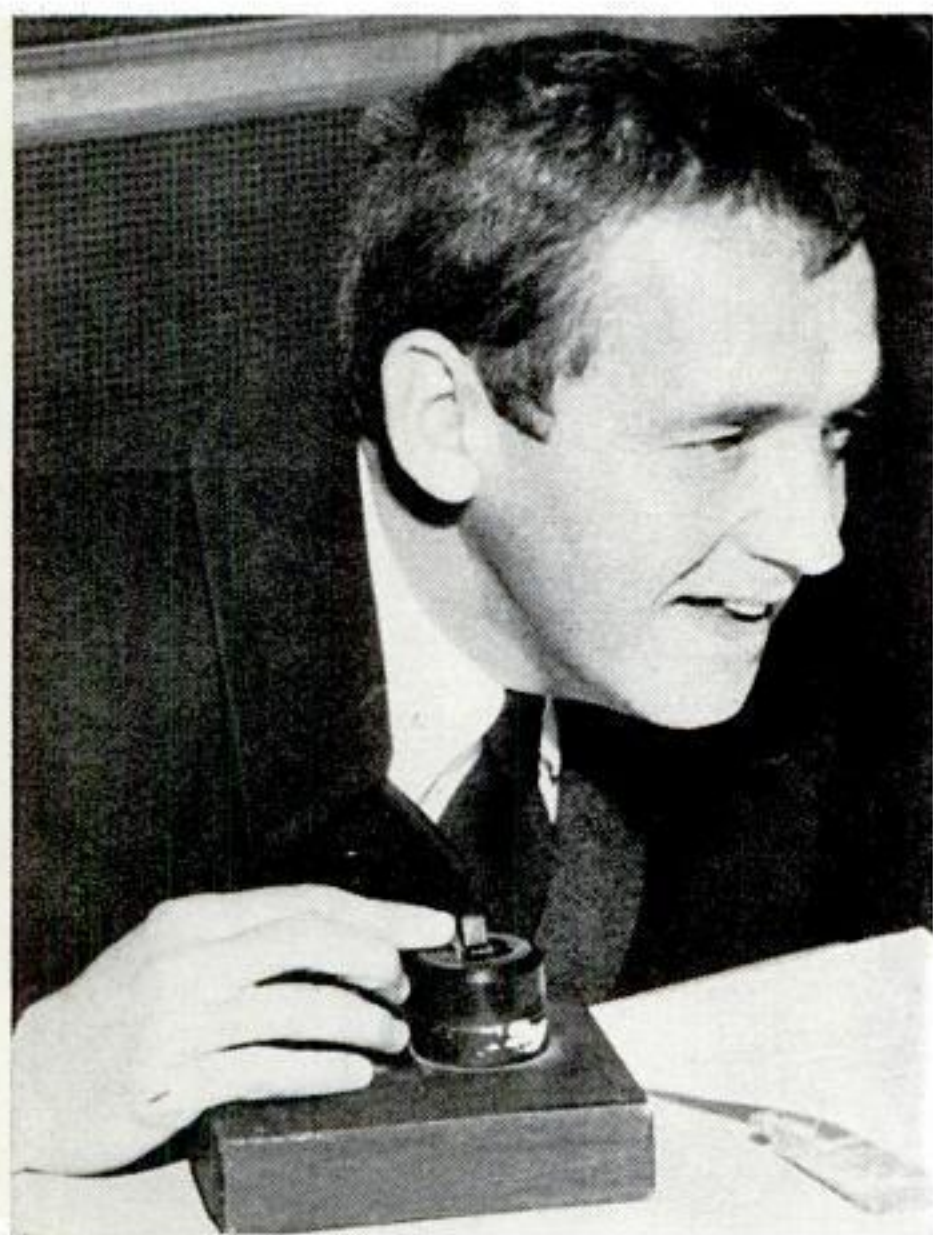


# PICKY PAINTING PICKER

Many are called to Corcoran but few chosen by Andrew Wyeth, a one-man jury

Like other sectors of Washington, the Corcoran Gallery has its headaches—this year in the form of art juries. The current aches began when Painter Andrew Wyeth was asked to judge 1,247 paintings submitted by local artists to a show at the museum. Eying each work for an average of 18 seconds, Wyeth sorted them into piles of yes, no and maybe. At the end of six hours there were only 60-odd works in the yes pile, about 100

among the maybes, more than 1,100 rejected altogether. Later Wyeth salvaged a few of the maybes but most of them were relegated to the no pile. When the show opened, artists and critics alike condemned the Corcoran for the one-man jury system. Aiming to please, the gallery asked three men to judge its coming biennial show of U.S. paintings. Now it is in for a bigger headache. Out of 2,350 paintings, the jury picked only 64.



## YES

Camera-type portrait in a Wyeth-like style brought look of pleasure to face of Wyeth, who gave it prize. It was painted by 24-year-old receptionist Alice P. Emmons who had never exhibited before. To register his approval, Wyeth pressed button flashing a green light; for rejects, he pressed button (hidden by hand) flashing a red light.



## MAYBE

Fool-the-eye still life was met with amiable indifference by Wyeth who, with wave of his hand, assigned it to the maybe pile. Later he allowed it back into the yes group. It is the work of Ronald Lee Anderson, 25, who specializes in portraits of people and dogs. Pleased to be in the show, Anderson pronounced the juror "very competent."



## NO

Stormy seascape provoked negative vote from Wyeth who is himself a specialist in seacoast scenes. It was created by Washington's best-known painter, 39-year-old Mitchell Jamieson. A Navy artist during the war, he won prize at similar Corcoran exhibition in 1952, last year was honored with a one-man show at the gallery.





# Co-Captains in Ford's Battle for Supremacy

THEIR 'REVOLUTION' REJUVENATED A COMPANY  
LEFT IN A SHAMBLES BY ITS GREAT FOUNDER

by ROBERT COUGHLAN

**F**EW but the deaf and blind and the die-hard partisans of the horse can have remained unaware of the fight between Ford and Chevrolet. It has upset the motor industry from bumper to bumper, from parts suppliers to dealers, from Kaiser to Chrysler and has given the public a spectacle combining some of the best features of the World Series, a heavyweight championship match and a national election.

Soon R. L. Polk and Co., official statisticians for the auto industry, will announce the winner for 1954. (Until the release date, the results are a deep secret.) Ford was leading at the beginning of December by about 5,000 units. Its new models were going great: toward the end of the year a spokesman said, "There is no question in our minds" about winning. But Chevrolet, which produced more cars during the year than Ford and also had a dandy new model, has been just as confident.

Whichever side gets it, the triumph will be temporary and insecure, for the struggle is fiercer than ever this year—complicated now by the newly competitive Plymouth and the last-stand efforts of the "independent" car makers to survive, the whole scene watched nervously by the government to make sure that antitrust and fair-trade laws are not being violated. For the first time in years, the automotive "news" really is news and has moved to the front page.

But there is a larger story behind this current news. It is, in fact, the reason why there is news. Ford's fight to regain the leadership it lost in the 1930s, resulting in the biggest industrial struggle of our times, is an extension of one of the most remarkable human stories of any time. Certain parts of it are already known, but much of what follows here is told for the first time by the men most directly involved. It is the story of Henry Ford's last years and the near collapse of his huge company; of his fantastic alliance with a gun-toting tough named Harry Bennett; of how the company was saved by Henry's grandson, Henry Ford II; and of how it was revived and brought back to challenge Chevrolet in the present battle by a man named Ernest R. Breech. Last month Breech was made chairman of the Board of the Ford Motor Co., a title to match the size of his achievement.

Breech is an apotheosis of a type of recent and peculiarly American hero, the professional manager. It is an irony that the elder Henry Ford, as the father of mass production, should have been responsible perhaps more than any man for the rise of the modern corporation and thus for the emergence of this managerial class, for Henry Ford would have distrusted Breech and everything he represents. Indeed, he would never have tolerated him on the premises. Their personalities, interests and methods would have been mutually unendurable. Yet for precisely these reasons Henry Ford made it inevitable that someone like Breech would one day have to be hired by the company.

Ford was a genius. But his genius consisted in the full perception of a single, simple revolutionary idea. A "car for the masses," which is what he wanted to produce, could be sold at a price the masses could afford only by integrating the steps of production, by the use of simple parts and processes and the assembly line, and by selling at high volume for a low profit per unit. This conception, which he largely invented, made the Ford Motor Co. one of the biggest and richest industrial empires the world had ever seen and it made Ford himself a modern demigod to whom even U.S. presidents were known to defer. The tragedy was that Ford was a narrow and prejudiced man who was deceived by his own success. He could not understand the implications of the age he had created and so lived on into it as an anachronism, unwilling to modify his originally valid thoughts on management or production.

## Detroit's country storekeeper

**H**E was, as is well remembered, an eccentric in his public behavior: sponsor of the "Peace Ship" to halt World War I, enemy of "Wall Street," "the Jews" and organized labor, author of the opinion that "history is more or less bunk." What is not widely known is that he was so eccentric in business as well that in the end he nearly wrecked the great company that bore his name. If he had lived longer he probably would have finished the job. It has been said that he ran his business "like a country store," but it would be fairer (to country



BOSSSES OF FORD'S NEW MANAGEMENT TEAM SIT

storekeepers) to say that he ran it like the Mad Hatter's tea party.

He gave his executives no longterm specific responsibilities and in fact no real authority. He was the boss of everything and dealt with each subordinate on a confidential basis, telling one man one thing and another sometimes quite the opposite, so that the managerial process was a turmoil of cross-purposes, fears and uncertainties. Sometimes even Ray Dahlinger, manager of Ford's farms, would give orders to the automotive executives, saying, "Mr. Ford told me to tell you." Usually it was impossible to verify such an order, for Ford was hard to find. He never used his office in the Administration Building (he didn't like the interior decoration) and seldom was in his private hideaway office in the engineering building. Instead he moved about where fancy took him, poking into corners, surprising people. Once located, he would most often break off a question with an impatient, "That's all been decided. Don't bother me about it." For self-protection his executives





IN THE RACY THUNDERBIRD SPORTS CAR. BEHIND THE WHEEL IS PRESIDENT HENRY FORD II. AT RIGHT IS ERNEST R. BREECH, CHAIRMAN OF THE BOARD

banded together in "little clusters of power" which warred upon one another and vied for position.

Practically speaking, the company had no engineering, research or design departments. There was a primitive sales department, but it was subject to such interventions as Ford's decision—which fortunately he reversed before the damage had gone too far—to open a competing Ford agency across the street from every existing one. Parts and supplies were bought through political or personal favorites (a police official of Detroit was one) who levied a commission on the sellers. There were no cost controls. Ford disliked accountants and all such "figure men," whom he considered unproductive drones. His interest in figures was limited to the annual occasion when he subtracted money paid out from money taken in. To Ford's angry amazement, the time finally came when outgo was bigger than income.

Perhaps the strangest manifestation of Ford's irrationality was his attachment to

Harry Bennett, a former sailor and amateur boxer who had been introduced to him through chance by Arthur Brisbane in 1916. His initial interest in Bennett probably stemmed from his morbid fear that kidnapers and gangsters lay in wait for him and his family. At first Ford used Bennett as a bully boy and bodyguard, then progressively as a confidential aid and companion and finally as an overall executive with undefined powers limited only by orders from himself.

### A president without power

**B**ENNETT had few of the outer insignia of power. His office was an unimpressive room in the basement of the administration building. Yet by tacit understanding he ran the company, hiring, firing and controlling major decisions under the imprimatur of "Mr. Ford wants . . ." or "Mr. Ford told me to tell you. . . ." There was a Mafialike atmosphere about the company, for Bennett usually wore a .45 automatic and his entourage included armed men.

During much of this time—from 1919 to 1943—the ostensible executive head of the company, wearing the title of president, was Henry's son Edsel. But Edsel's title was hollow and he lived a life of frustration and inner humiliation. His "decisions" were more often than not overturned by Henry, either directly or circuitously via orders given to Bennett. A gentle and honest man, Edsel would try to reason with his father, but he was temperamentally incapable of dealing with the tyrannical, dissembling and slippery nature of his parent. He and the rest of the Ford family naturally resented and disliked Bennett. But, as Henry II has said, "You just couldn't talk with grandfather about Bennett. He wouldn't listen. Or, if he did, he'd cut you off with something about Bennett's being his loyal right arm." It is believed in the Ford family that the corroding anxieties that Edsel felt contributed to his early death.

He did not bring his troubles home. But as his son, Henry II, has said: "You couldn't live in our family and not know what was



going on." Henry II was not cut out to be a Hamlet; nevertheless he grew up with a feeling that wrong was being done and that he had a responsibility for putting it right. In contrast to his modest and rather inhibited father, he is by nature straightforward, assertive and emotionally uncomplicated.



UNTITLED BOSS at Ford was Harry Bennett, Henry's protégé, who gained power as Henry aged.

After leaving Yale in 1940 he came, as a matter of course, to the family company to train for the responsibilities of the power he intended someday to assume. In 1941 he joined the Navy and would have stayed to the end of the war except for the death of his father. The company's importance to war production, and the fact that it was a family firm and that Henry I had statistically a short life expectancy, made it desirable that the heir be near the throne, so in 1943 the Secretary of the Navy sent him back to Dearborn. With his return the cast was assembled for the second part of Ford's strange drama.

Edsel's death, soon followed by the firing of Production Boss Charles Sorenson, had removed any impediment to Harry Bennett's power at Ford. Henry I officially resumed the presidency and, approaching his dotage, depended more than ever on Bennett as the instrument of his fancies. Bennett became Director of Administrative Affairs and was made a director of the company, thus at last receiving an official status to match the power he had so long held.

On his re-entry into this Balkan maze young Henry II found that he had no title, no responsibilities and no apparent purpose or usefulness except to exist. Having survived the Depression because almost the only cars bought were in the low-price field, the company was now building weapons, mostly from other people's designs, at a government-guaranteed profit. Henry II spent the first few months wandering around "trying to learn what the business was like." Then, since by that time there was no central sales department at all (only a "sales coordinator"), "I took an interest in sales and went around to the big cities and met the key dealers and told them that we were still going to be interested in cars after the war." In 1944 "I got some sort of a title [it was executive vice president] but I never had any specific job that I can remember."

However, the title gave him a fulcrum on

which to begin to try levering Bennett aside, and a silent struggle for power began. Like his father, Henry II found his orders disobeyed or himself receiving orders through Bennett, who would say, "I've just been talking with your grandfather over at his house," or "Your grandfather and I drove around the plant today." Henry II says, "I knew Bennett was lying because I'd call my grandmother and ask her if he'd been over, or I'd talk to the chauffeur and find out if they'd been riding around the plant like he said." During this time "Bennett and I were going at each other. It was a matter of who could do what to who. One of us was going to end up on top—there sure as hell wouldn't be any in-between."

But he was badly overmatched and he was soon forced to realize it. He felt that there were only a few men he could trust. One was Jack Davis, an old family friend and former sales manager who had been sent by Edsel to protective exile in California after he had the temerity to try firing one of Bennett's protégés. Young Henry managed to have him returned and reinstated as head of sales.

Another reliable man was John Bugas,



TITLE OF BOSS was held by President Edsel, shown with Henry I. But Edsel had little power.

former head of the FBI's Detroit office, whom Bennett had hired as his chief assistant. While with the FBI, Bugas had been well acquainted with the situation at Ford ("we had to know pretty much what was going on everywhere in our area") and had accepted Bennett's offer with the secret intention of trying to work toward correcting it. He infiltrated Bennett's organization of agents with one of his own and in effect operated as a double agent on behalf of Henry II. Others in young Henry's camp were Mead Bricker, head of production, and H. L. Moekle, in charge of finances. He took aid and comfort from these men; but the fear that pervaded the whole organization made them as impotent as he to strike at Bennett's control.

Young Henry became deeply discouraged. Once, in angry despair, he told one of these confidants, "This thing killed my father but I'll be damned if I'm going to let it kill me, and I'm going to get out before it does." He would leave the company, he said, and write to all the Ford dealers telling them that the company was dying and that they should save themselves. But the older men persuaded him to be patient.

In the spring of 1945 Henry Ford I became ill and bedfast at Fair Lane, his ducal country estate. Though no one realized it, he was in fact crumbling at last into senility. Not even Bennett was able to see him, although he continued to give the impression that his orders were "what Mr. Ford wants." Henry II shared the general impression (even superstition, for Ford was a legend and a figure of unreality even in his own family) that he would recover. The most striking symptom of his grandfather's illness was, he remembers, that "Bennett began to back off and make himself accommodating." At the time, though, the future looked as frustrating as the past, and one day in September of 1945, talking with John Bugas, Henry II asked in desperation, "What can we do?"

Bugas produced an admittedly wild suggestion. Henry II, he said, ought to issue notice that, as executive vice president, it was part of his right to hire or fire or transfer personnel and that all such matters were to be cleared with him in the future. But, Bugas added, he would have to be sure in advance that his grandfather would support him; did he think he would? Young Henry said, "I haven't seen him for a real talk for six months. But I'll find out."

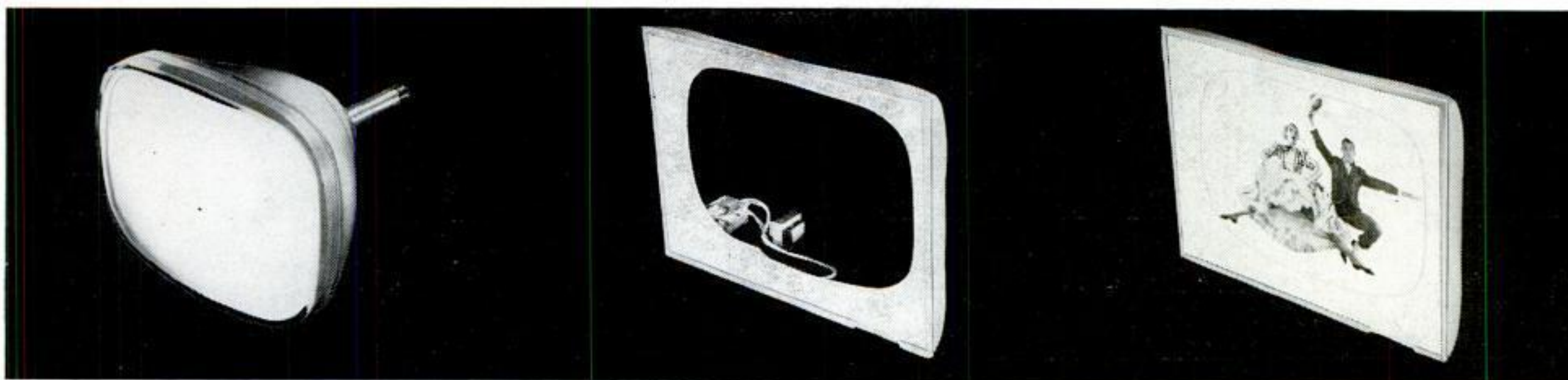
During the next days he conducted operations among the Ford family, the details of which are necessarily private. Undoubtedly, however, he found a strong ally in his mother. As Edsel's widow and custodian of the younger children's holdings, she controlled a large minority interest in the company's stock. Above all things, Henry I, who had the majority of the stock, hated the idea that "outsiders" might own any interest in the company. Mrs. Edsel Ford's ability to throw part or all of her holdings on the public market gave her a weapon which, whether or not it was ever used, was influential by its mere existence. But even more



BOSS-TO-BE, Henry II, was lieutenant J.G. when the Navy released him to return to Ford company.

useful was the affectionate relationship between her and her mother-in-law, Clara Ford, who in turn was the only person to whom Henry Ford ever deferred. Clara Ford also felt a special affection for Henry II, who was thought in the family to resemble her a good deal.





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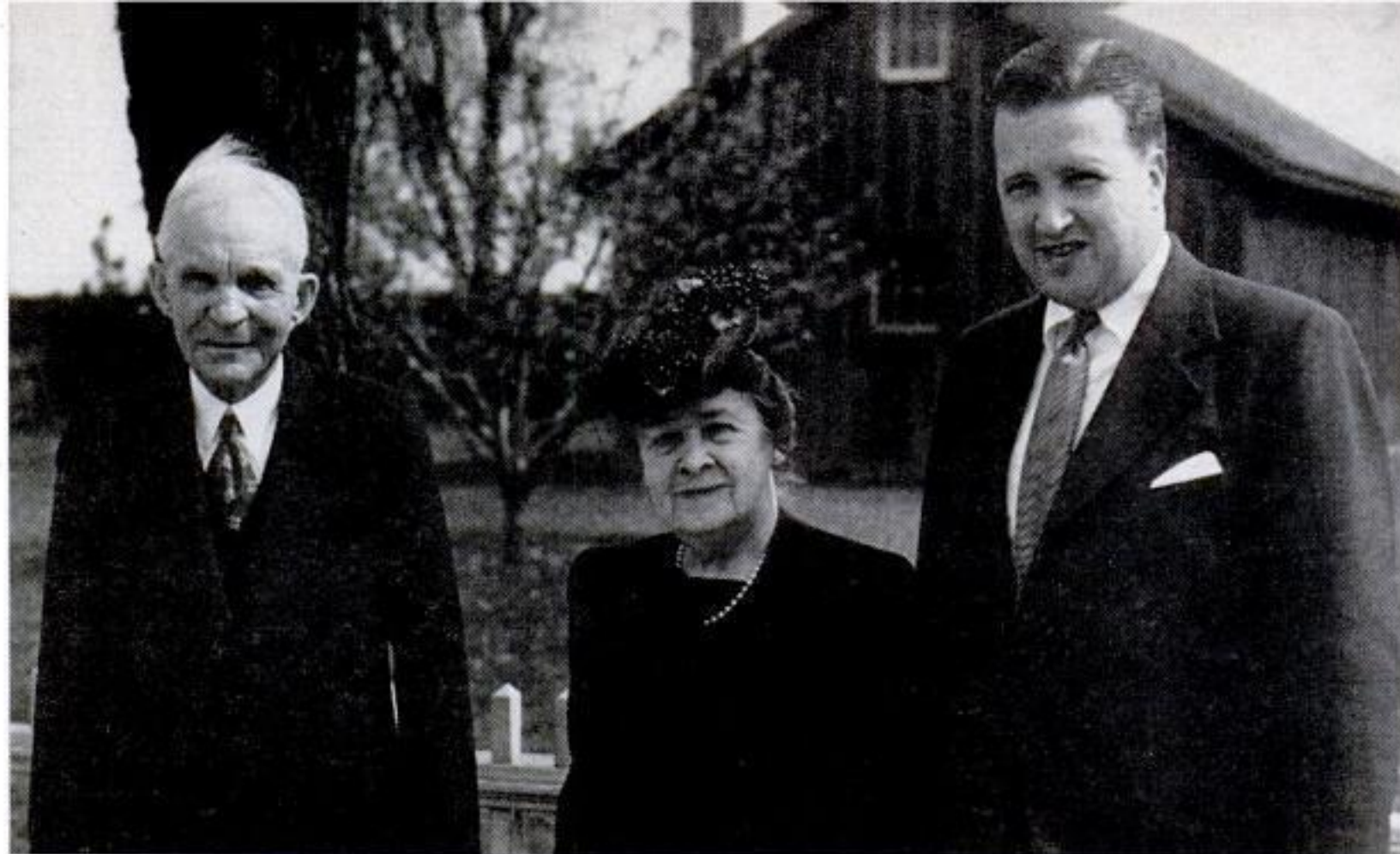
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**THE GO-BETWEEN,** Clara Ford, arranged the transfer of power from her husband, Henry I, to her grandson, Henry II. Here she stands with them in 1946, a year before the elder Henry's death.

## FORD'S CO-CAPTAINS CONTINUED

Out of such considerations came the success of young Henry's plan. Visiting Fair Lane, where with shock he saw the degeneration that had overtaken his grandfather, he talked at length with his grandmother. She guaranteed him her support—and his grandfather's. And it happened as she had promised: Henry I was strangely, gently amenable. The outcome was not merely the authorization that young Henry needed, but an agreement that the old man would resign the presidency of the company and "suggest" to the board of directors that his grandson replace him. Young Henry went to Henry I's office and told the secretary there to prepare a letter to this effect for his grandfather's signature. This he took to Fair Lane, where Henry I weakly performed the last official act of his fabulous career.

The negotiations had lasted a fortnight. When he was sure that they would succeed, young Henry was brought face to face with the problem of consolidating his power. He, Bugas, Bricker and Davis met secretly one afternoon in a Detroit hotel room to work out strategy. "This was a revolution and Henry was leading it," Jack Davis says. "He needed a cabinet damned fast." There was no doubt what the first move must be: liquidate Bennett. This would be Henry's duty and privilege and would occur at the board of directors' meeting which it was decided to have two days hence. Meantime there must be secrecy. Henry therefore deferred securing the promised letter of abdication until the day before the meeting.

The next morning, as he entered the administration building, Henry was intercepted by Bennett, who said that he had some important news for him. Guessing that Bennett's intelligence service had informed him about the letter, he waited curiously. As nearly as he can remember now, this is what Bennett said: "Henry, a wonderful thing has happened. I've been talking with your grandfather and I've persuaded him to make you president of the company!"

Henry saved his reply until the end of the board meeting at which he was officially elected. Then when Bennett arose to leave the room, he called after him and asked him to stay. Jack Davis, whose office was not far away, had a view over the tops of the glass half-partitions that set off the office spaces. Davis remembers thinking with pulse-pounding excitement, "This is it. He's being told." Henry spoke briefly and directly: "You and I don't agree about things and never have and if I'm going to be president of this company I don't want you in my organization."

Bennett's version of the scene—as related in the remarkable memoir, *We Never Called Him Henry*, published in 1951—is this: "After the meeting the other directors went home. I told Henry I wanted to talk with him and we went into his office. As anyone else might have, I felt bitter. I told Henry, 'You're taking over a billion-dollar organization here that you haven't contributed a

thing to.' Then I tempered this a little, adding, 'I've tried awfully hard to like you and had hoped to part friends.' Henry said the same thing and added, 'I don't know what I'd have done without you. You know you don't have to leave—you can stay here the rest of your life.' But my mind was made up. I had always said that when Mr. Ford left I would go. . . ."

Actually he stayed on the payroll for 16 months, partly out of humane considerations—he would be eligible for a pension then—but chiefly, as Henry has said, "I still didn't know exactly how far I dared go. I didn't know whether it would stick when my grandfather found out and I didn't want to burn all my bridges. If there was trouble I could say Bennett was still with the company but had different duties now."

## 'A crazy situation'

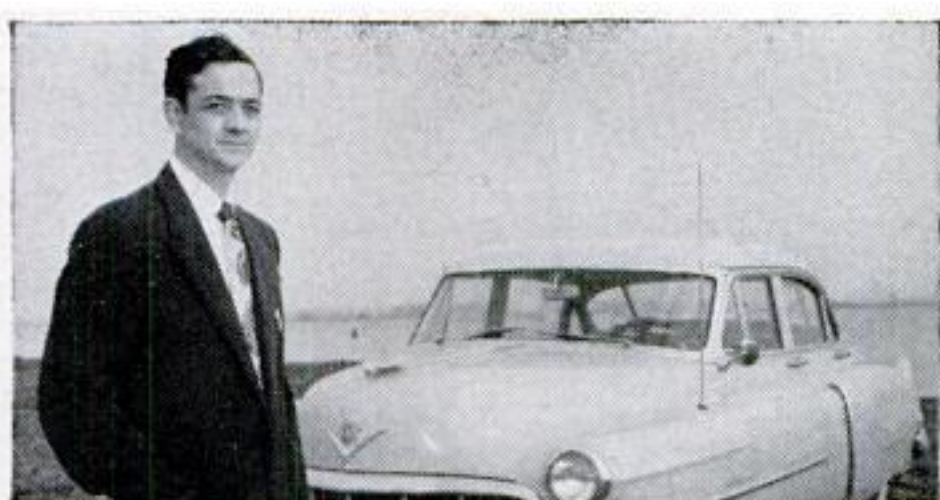
**B**ENNETT's operations as head of industrial relations were transferred to John Bugas within a matter of minutes. Bugas remembers: "After the board meeting, Henry and Bennett came to my office and Henry said I was to take over. Bennett was looking all red and flustered and said, yes, he'd hired me so I could take over from him when he left and now that time had come. Then he said that before he left he wanted to show Henry some things his grandfather was interested in. So the three of us got into a car and Bennett drove us around the Rouge—it was a crazy situation, all of us acting and talking as if this were an everyday occurrence—and he pointed out things. For instance, there was a pile of old machinery, and in it was some stuff that was supposed to go to Greenfield Village, the old man's museum. We came back to Bennett's office and talked a little while, making general conversation, and then Henry excused himself and Bennett and I were alone.

"He wheeled around on me and said, 'You son of a bitch, you did this, you're behind this!'" His face was twisted white with anger. His fists were clenched and for a couple of seconds I thought he was going to swing on me. We stood there like a couple of fighting cocks and jawed at each other. Then he went over and collapsed into a chair, his head sort of falling back loosely and his arms hanging down, sort of gasping and breathing heavily, as if he was completely exhausted and in a terrible turmoil mentally and emotionally. It was almost like he had blacked out. I saw my chance and started talking fast and soothingly to him. I told him it wasn't my fault and it wasn't even his, what had happened; that it was the fault of the bunch of bums he had surrounded himself with, that they had alienated Henry and everybody else.

"He began to pull himself together and calm down and finally he seemed about normal. He offered to shake hands, so we shook and told each other 'no hard feelings.' Then he said, 'How about having lunch together,' that there were some things he wanted to talk about. I said I was sorry but I already had another date. I turned and

CONTINUED ON PAGE 90





Successful *Flexiclogs* agent Ken Casebolt of Ecorse, Michigan, owns a Cadillac. He's his own boss, sets his own hours. *Flexiclogs* helped him get his start.



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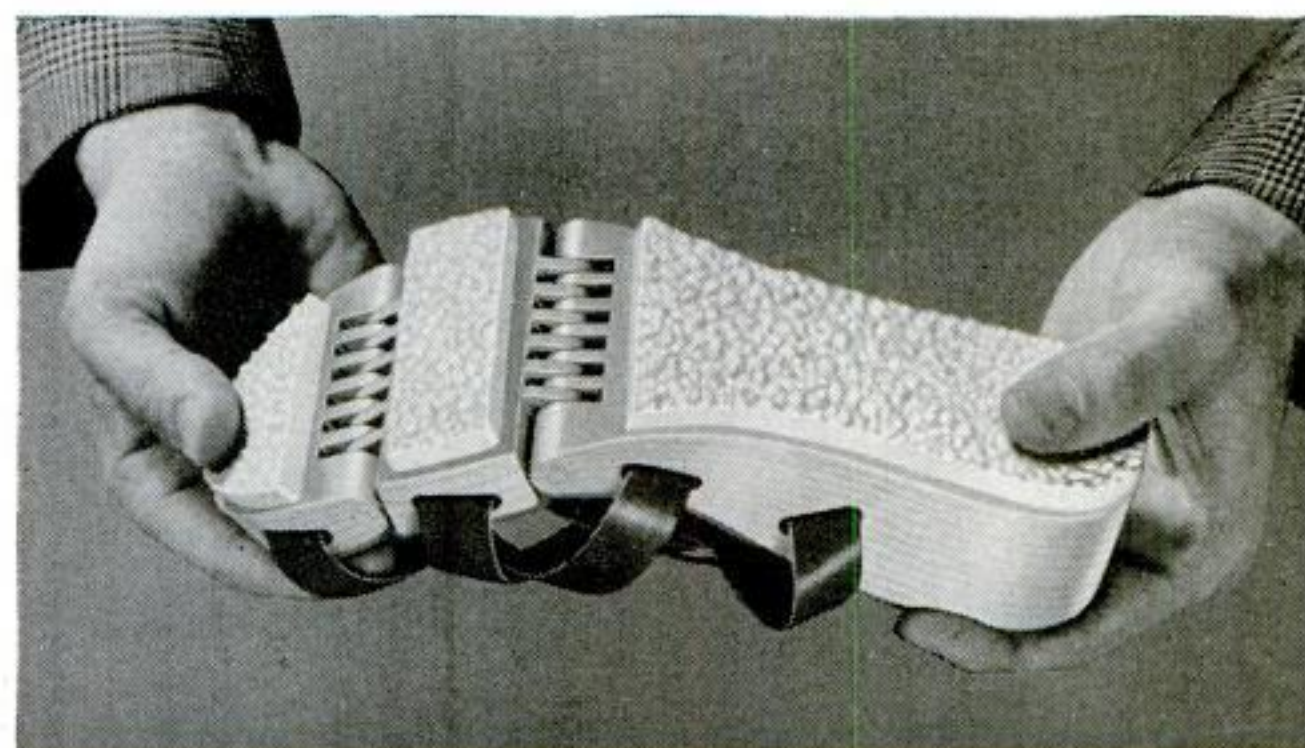
FASHION EXPERTS RAVE ABOUT THEM, say *Flexiclogs* work wardrobe magic. Interchangeable straps come in 11 colors, to harmonize with any outfit.



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**BREECH BLACKSMITHY** in Lebanon, Mo. was run by Ernest's father (fourth from right) and uncle. Ernest keeps this picture at his office at Ford.

### FORD'S CO-CAPTAINS CONTINUED

walked out the door, trying not to make it look too fast, half expecting something to hit me between the shoulder blades. When I came back after lunch, he was clearing out his papers and burning them in a metal wastebasket. The room was full of smoke. Sometime that evening he left. He never came back."

Bennett relates in his memoirs that "Some time later Mr. Ford reached me by telephone. Somehow he had got to a phone outside his home. Mr. Ford told me that he wanted me to go into the plant and shut it down. Then he began weeping and became incoherent. I checked my impression of Mr. Ford's health with a physician who had attended him, and as a result of his opinion I paid no attention to what Mr. Ford had told me to do. After that Mr. Ford called me again many times. But I refused to talk to him on the phone."

Thus, after almost 30 years, ended one of the strangest relationships in the history of industry. Ford sank into a vegetative existence and died at Fair Lane of a cerebral hemorrhage in 1947. Bennett stayed in Michigan for a while in one or two private ventures and then moved to California, where he lives in retirement.

Anyone with a less forthright nature than young Henry's would have cringed at the work that now had to be done. The Ford company was filled with Bennett's men and the human oddities acquired by Henry I, and these had to be removed before any positive steps could be taken. Bugas offered to do the job, but young Henry, after a few moments of thought, said somberly, "No, that's not the way. I have to do it myself or I'll be known as a guy who couldn't face up to his responsibilities." When he had finished purging headquarters, he drove in person to divisional and branch offices around the country. He lost count of the victims: he says now, "I don't know if it was a hundred or a thousand, probably somewhere in between." At any rate, when it was over there was no longer any doubt about who was the boss at Ford, and for the first time the executives who remained knew where they stood and what their responsibilities were.

With the surgery finished, Henry began the harder task of rehabilitation. He was only 28, and the fate of one of the world's biggest enterprises lay in his hands but he was not scared, he says, or even nervous: "I knew it could be turned around. It never occurred to me that I couldn't do the job." But he also knew that he couldn't do it by himself. The model that he had in mind for the new Ford company was General Motors. But oddly enough, in spite of propinquity in Grosse Pointe and Detroit, he knew none of the top GM executives except on the most casual social basis. One day, like a heavenly guide attracted by the scent of virtue, the answer appeared at his door wearing a nimbus of managerial efficiency. The visitor was Ernest R. Breech.

Breech, it seems in retrospect, had been training all his life for the job that he was unwittingly about to walk into. Born in the little town of Lebanon, Mo. in 1897, he was the youngest of two sons of a blacksmith who, far from resenting the motor age which was driving him out of business, was a great admirer of Henry Ford I and urged his children to "go where they make things with machinery—that's the coming thing." Ernest worked his way through two years of Drury College, meantime running up a scholastic average of 93 and later became a CPA. He was fascinated by cost accountancy. "I realized," he says, "that it was here that a business stood or fell—on cost controls. That was the nut of any

CONTINUED ON PAGE 93



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business." A year after getting his CPA rating, Breech became comptroller of the Yellow Cab Manufacturing Co. Then Yellow Cab was merged with General Motors and he became a cog in the managerial apparatus of what was already one of the biggest and best-run concerns in the world.

By 1939 Breech was vice president in charge of the household appliance divisions and aviation subsidiaries. The latter at that time included a heavy interest in Bendix Aviation, a company that makes all manner of necessary equipment for aircraft. When the war came, Bendix acquired tremendous importance and Breech resigned all his other duties to run it in person. Conversely, the end of the war meant a huge cut in its business and Breech set about finding products and customers to fill the gap.

This was 1945—the year of the revolution at Ford. Bendix had a line of automotive parts but had never been able to sell any of them to Ford because of its GM affiliation. Breech now decided to visit Dearborn to see if he could drum up some Bendix business with the new management.

But Henry was shopping for more than brakes and magnetos. He had heard of Breech and knew a little about his record as a free-wheeling executive and trouble shooter at GM. Meeting him, he liked him. In the next few weeks he found out more about him. He called Breech back for another visit and invited him to take management of Ford and remodel it on the GM pattern.

A macabre fascination

BREECH was both flattered and horrified: he had a pretty good idea of Ford's troubles. He politely turned down the offer. But he did agree to study the company, simply as a favor to a potential customer, and to make recommendations. Doing so, he felt a growing, macabre fascination. Henry renewed his offer. Breech signed a 10-year contract giving him the extreme latitude he knew he needed and reported for work on July 1, 1946.

In simplest dimensions, the problems Breech confronted were these. The company was losing so much money—\$10 million a month—that even the immense cash reserves accumulated in the golden past were in danger of vanishing. However, there was no way to find out where and why the losses were occurring. Indeed, no one really knew what it cost to make a Ford car. There was even some doubt that the company was primarily in the motor car business, for Henry I's diverse hobbies and pet theories had resulted in an overgrowth of soy bean plants, timber stands, Brazilian rubber plantations, farms and other odds and ends, most of which, so far as anyone could guess, were unprofitable. There was a shocking lack of coordination between departments of the company. For instance, purchasing was not keyed to production, with the embarrassing—and expensive—result that the factories would now and then run out of materials and have to shut down. Executive management was understaffed at the top and almost nonexistent in the lower echelons. Breech reached out immediately for managerial help and even before occupying his desk recruited several key men, all former GM executives. Of these, Lewis Crusoe had the most critical job as the new head of finance and cost control.

In two months Crusoe figured out that Ford was losing \$62 a car simply on manufacturing. Breech went to Washington (price controls were still in force) and secured a price rise of that amount. That, and a ruthless sloughing off of side-line enterprises, plugged the corporate loss. What remained was to turn it into a profit by more efficient, cheaper production and by reducing the general charges of overhead—too big because Ford itself was too big.

The essential secret of General Motors' success and profit is that GM units are expected to behave almost as if they were independent businesses, each responsible for its own purchasing, manufacturing and selling. Each must return a profit on its own operations; each overlaps the market of one or two of the others and competes fiercely against them. The result is that costs constantly are driven down and quality is increased. Through this "organization of organizations," as it has been called, held together by an interlacing network of committees, GM has the advantages of centralized financing and policy planning as well as those of small-unit maneuverability. And this was Breech's goal at Ford.

The process of adaptation was exceedingly complex, somewhat like converting Blenheim Palace into a workable arrangement of utility apartments, but at last Ford was broken down into sense-making, semiautonomous divisions and "profit centers." Cost studies were applied to everything in sight. There was no false pride about it: "the General Motors way" became a litany among Ford executives, and everybody down to the level of subforeman became an amateur cost accountant. Lewis Crusoe (who became

CONTINUED ON PAGE 95

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In Next Week's Issue

# *The Path of Buddhism*

## Second Instalment In LIFE's Great Religion Series

Next week LIFE will present the second instalment in its continuing series on "The World's Great Religions," a 20-page essay titled "The Path of Buddhism." In rewarding, revealing text, illustrated by spectacular color photography, LIFE will explore the origins and growth of Buddhism and detail for you the significant effects of its teaching.

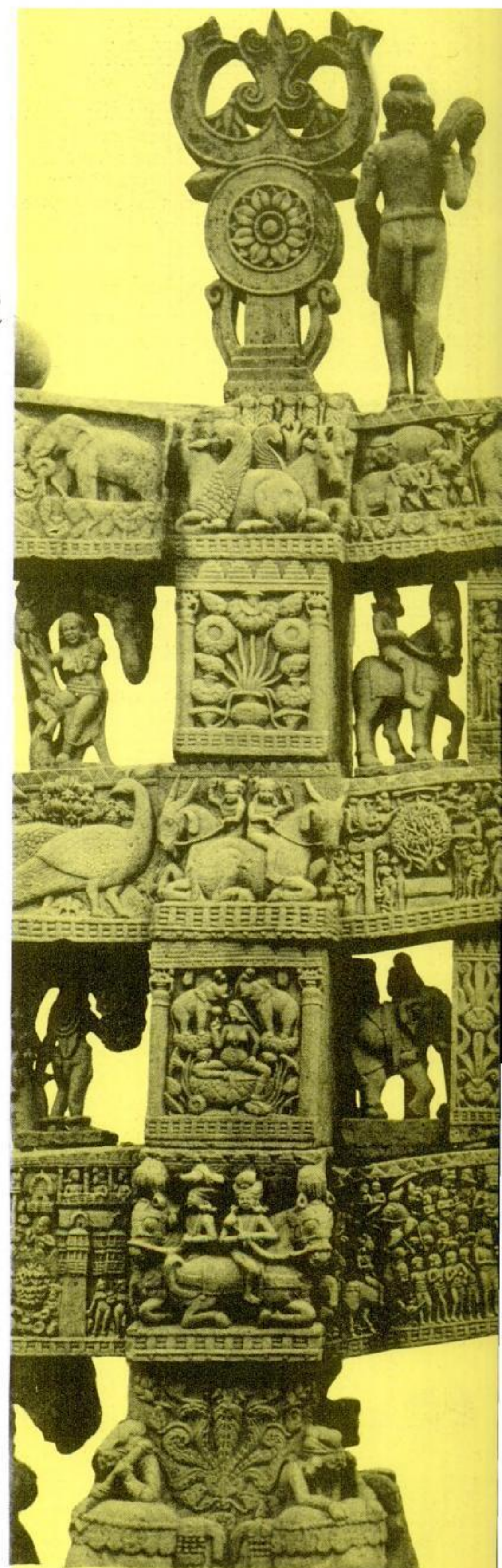
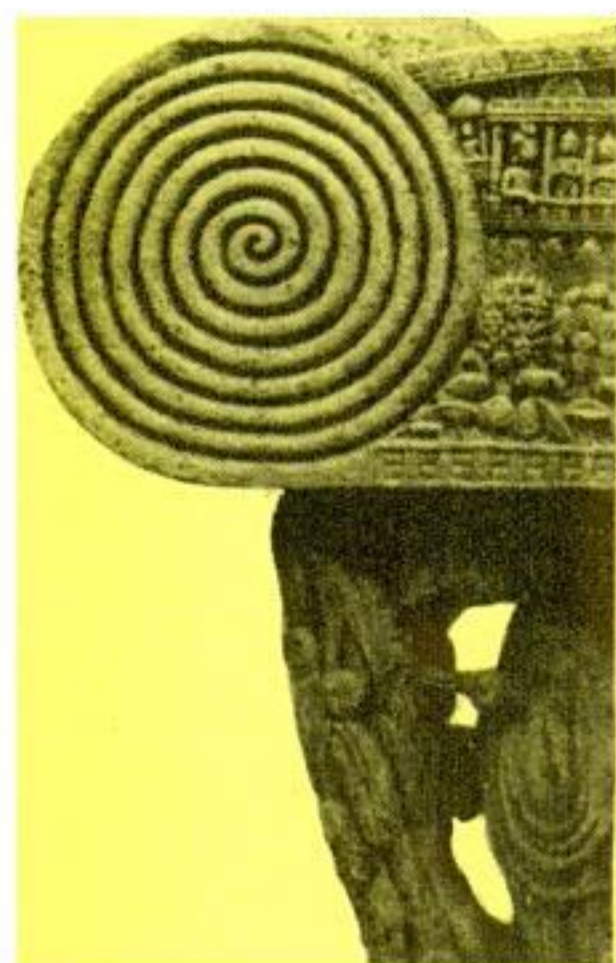
From Japan to Ceylon, vast multitudes of Asians live by a doctrine first promulgated 25 centuries ago by one of history's great religious teachers, Siddhartha Gautama, The Buddha. Yet, as a young man, Gautama gave little indication that he would ever leave the world such a legacy.

The pampered son of an Indian warrior chieftain, Gautama had been living in palatial ease, pleasantly diverted by female minstrels and almost oblivious to any hardship and misery of life. One day he ventured forth from his father's house and encountered for the first time the spectacle of human suffering. Shocked, the 29-year-old Gautama renounced his life of luxury. Confused, he sought enlightenment. For six years he fasted and meditated. Finally he perceived what he felt to be the goal of life—Nirvana—and the path by which to attain it. From Benares, the holy city of the Hindus, he began to preach a new religion of "Enlightenment."

Gautama's original teachings have, in some nations, been modified by the differing interpretations of later Buddhist philosophers. And in some areas his practices have become fused with native custom and tradition. Still the stamp of Gautama Buddha upon the culture and civilization of the East is impressive and unmistakable, as you will see in LIFE's opulent color pages next week. The golden dome-shaped "stupas"—shrines that dot the Burmese landscape and house relics of Gautama—are constant reminders of his teachings. The elaborate initiation rites by which boys in Burma are introduced to religious life symbolize Gautama's own renunciation of luxury. Saffron-robed, bowl-laden monks in Ceylon, their faces hidden behind palm leaf umbrellas, recall Gautama's own precept of inoffensiveness.

The impressive pilgrimages to the summit-shrine of Sri Pada Mountain . . . the Zen tea ceremonies of Japan . . . all the sights LIFE will show next week bear testimony to the vast influence of Gautama Buddha, and the principles he embodied. Those principles direct the spiritual lives of perhaps 500 million of the world's people; reason enough for wanting to read this informative essay in next week's LIFE.

Andrew Heiskell, *Publisher*







**THE NEW ORDER** brought John Bugas in to run labor policies and make peace with U.A.W. Here Bugas (right) and Walter Reuther shake on contract.

**FORD'S CO-CAPTAINS** CONTINUED

head of the Ford car division of the company and last month was made executive vice president in charge of all the car divisions) says, "They were as eager as a bunch of shipwrecked sailors." He adds, "This is a nickel and dime business all the way through. A dime on a million units is \$100,000. We'd practically cut your throat around here for a quarter."

However, there is no point in producing something efficiently if nobody wants to buy it. In the postwar shortage all auto-makers were selling as many cars as they could produce, but supply was bound to catch up with demand and Breech foresaw trouble in the "buyer's market" to come. His goal was to "Beat Chevrolet"—and this had become a chant on the Ford campus. He believed that Chevrolet would try to seize the initiative by bringing out a brand new model in 1947, making Ford look sick with the antiquated prewar (1941) model it would still be producing then. So there had to be a new Ford.

Normally it takes three years to design, tool and start manufacturing a new model. Breech decided it could be done in 18 months and he called his top executives together to announce that goal. "This is war!" he declared. "And we're going at this like a wartime crash program!" The Ford "team" charged out like Notre Dame under Rockne.

Eighteen months later, in June 1948, the new car (known as the 1949 model) was in the showrooms. Chevrolet, as it happened, did not bring out its new model until the following January and Plymouth was equally tardy. The new Ford was a smashing success. It reversed the sales trend—which had been falling since 1935—and increased Ford's share of the market relative to both Chevrolet and Plymouth.

But Ford could not "Beat Chevrolet" (short of some unthinkable fumble on Chevrolet's part) until it had a production capacity approaching Chevrolet's. That meant new plants. Breech had stopped nearly all capital expenditures when he arrived so as to conserve the vanishing cash balance, but with the profits that were now rolling in—even in 1947 they were \$64.8 million—he could think realistically of remodeling the old plants and putting up new ones. The company is now nearing the end of a \$1.7 billion building program, much the largest share of which has been spent on the Ford car division.

Not the least miraculous part of the general miracle at Ford has been the relationship between Breech and Henry II. When Breech arrived it was freely predicted in Detroit that there would be trouble between them. Breech, after all, was old enough to be Henry's father and, in fact, has a son only a year younger. How could he treat this dewy youth as an equal, let alone as a boss? Henry, for his part, was known to have an ego and was not designed for the role of protégé. It is a tribute both to Breech's tact and to Henry's good sense that there has never been any real friction between them. Breech was always careful to get Henry's opinion and approval of every important decision, and in case of disagreement, Henry says, "We'd argue it out and I usually deferred to him. I figured he knew more than I did."

As the years have gone by, Henry has acquired the information and techniques of the Breech-GM school of management and has developed into a considerable executive in his own right. He is

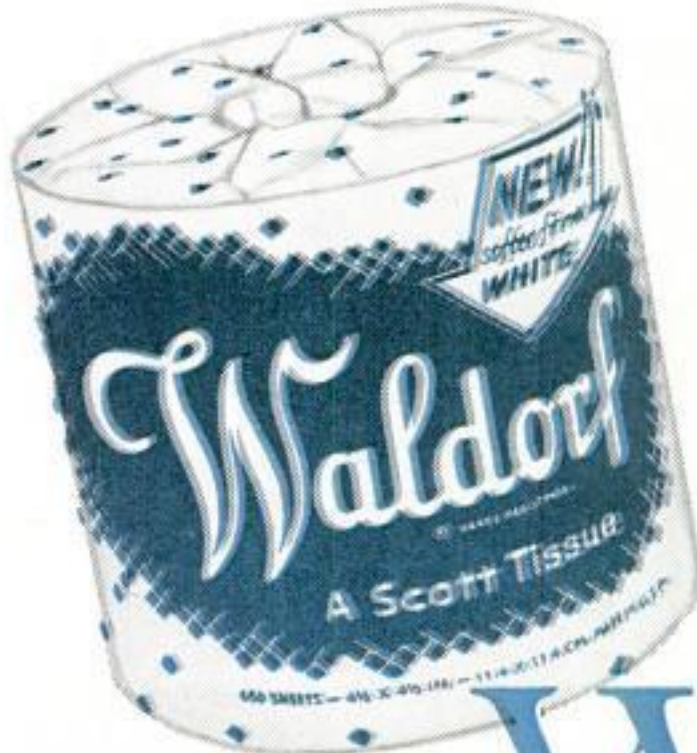
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1955

1948

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## FORD'S CO-CAPTAINS CONTINUED

given special credit in Detroit for Ford's enlightened labor policies, its adept and successful public relations activities, and its general mien of progressiveness and good citizenship. In the daily affairs of the company he and Breech have become completely interchangeable. Two bosses in a company are like two wives in a household; yet somehow these "Siamese Twins," this "Nonesuch," this "Efficient Dichotomy"—some of the terms other Ford executives have used about them—is a success and looks as if it will be in the future.

The past and even the present is prolog at Ford these days; Henry II and Breech live in the future. New materials, new developments in metallurgy, new sources of power, new kinds of fabricating machines foretell radical changes in motor car design during the next decades—possibly even a form of land transportation that does not make use of wheels but instead glides a few inches above the surface. As against the pittance of the old days, the company is spending \$90 million a year now on engineering and research.

With better and better products and more and more efficiency (Crusoe says, "If I got just everybody doing everything right all the time, I could take another 25% off labor costs and overhead"), the Nonesuch means to give Ford leadership across the board from sports cars (the Thunderbird) to luxury cars (the forthcoming Continental). Benson Ford, the quiet-spoken, hard-working middle Ford boy, who followed Henry into the company in 1946 and heads the Lincoln-Mercury division, has upgraded and diversified the Mercury line to a strong position in the middle-price field and he will have a brand-new Lincoln before the end of this year to pit against Cadillac. Later there may well be a new car with a new name to fight in the upper-middle market against the bigger Oldsmobiles and Buicks. Bill Ford, the ebullient youngest of the boys and head of the Continental division, is getting ready for production a "dream car" to sell for around \$10,000. This is more than a move for prestige; it is, in some degree, a testimonial on the part of the three Ford boys to their father. The original Lincoln-Continental—produced in 1940-42 and again in 1946-48—was Edsel's "own" car, his special project, about the only thing in which Henry I indulged him without interfering.

A recent visitor asked each half of the Nonesuch why, now that the company is making such a splendid showing, there was any reason to strive so hard for new achievements. Each was visibly shocked. Said Henry II, "Does a football team say, 'We'll just make 13 or 30 points and that's all we want'? Does Yale ever let up on Harvard?" Said Breech, "If you don't go forward you start going backward. We're just getting started now. This company is only 10 years old. This is *only the beginning!*"

Henry I would be terribly angry if he knew what had been going on at Ford these days. But even he, great competitor that he was, would have approved of this spirit.



**THE FORD FAMILY** gathers at Fair Lane, Henry I's estate. With Mrs. Edsel Ford stand her children: Henry II, company president; Josephine; William, head of Continental division; Benson, head of Lincoln-Mercury.



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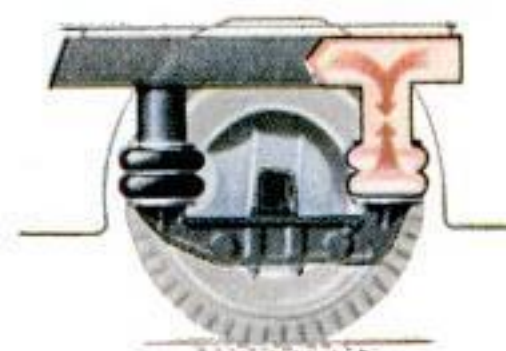
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# HOW TO BUY HI-FIDELITY

**A corps of experts chooses good sound equipment for the readers of LIFE**

The popularity of high fidelity phonographic reproduction, which was increasing when LIFE initially reported on "hi-fi" 20 months ago (LIFE, June 15, 1953), has increased even more sharply since. As a result, because of manufacturers' competition and widening public knowledge, poorer "components" have been weeded out and the problem confronting today's purchaser is simply that of selecting, from a wide variety of good equipment, items that best suit him.

To help him LIFE recently collated the views of a number of experts on the basic components at various price levels—the record changer that spins the records, the amplifier that intensifies their

sound, the speaker that reconverts electrical waves into sound waves, the enclosure that houses it and finally the radio tuner or receiver. These appear on the following pages, and the views expressed are the experts', not necessarily LIFE's. The prices were supplied by some of the nation's larger, old-line, specialized hi-fi dealers and so may vary with the locality and the store. To a novice the text that follows will explain some of the odd lingo he hears from hi-fi friends and dealers. The accompanying drawings are fanciful, intended not so much to describe the components as to suggest some of the attributes they possess and prospects they present.



## AMPLIFIER



## SPEAKER



## ENCLOSURE



## CHANGER



## TUNER



## BUDGET SET

### BOGEN CHALLENGER HF 8

Good sound depends importantly on a good amplifier and, even for a piggy-bank budget, the experts usually regard a 10-watt amplifier as minimal. This Bogen's output is only eight watts but, though on the market only a year, it has already won wide acceptance because it delivers true and strong amplification, has separate controls for the bass and treble tones. The price is: **\$36**

ALSO RECOMMENDED: a somewhat more flexible 10-watt amplifier, Grommes LJ-3, price of which is slightly higher (\$42.75).

### PERMOFLUX 8UP-8-1

This is only an eight-inch (in diameter) speaker although speakers are often 12 to 15 inches, and has no tweeter—a small speaker to reproduce high sounds or frequencies. But it has a clean, lifelike tone and adequate volume for ordinary apartment rooms, although it is probably not as effective on lows as a larger speaker. Price: **18**

ALSO RECOMMENDED: the slightly costlier, harder-to-get English-made Wharfedale Super8/CS/AL (\$21.50), which some think outdoes bigger, tweeter-equipped speakers.

### RJ S-8-U

The importance of the enclosure built to hold the speaker can hardly be exaggerated. It can improve the performance of a poor speaker or, if badly designed, it can gravely mar the sound of the best. Home-built ones must be made to exact specifications and of heavy woods. The ready-made RJ S-8-U, especially designed for use on book shelves, surmounts the space problem big enclosures create in small homes. It is only 11x10x23½ inches, but delivers a full bass. In unfinished wood, it costs **25**

### WEBCOR 1121-270

In high fidelity, a record player is the device which merely spins the records and is usually but not always a record changer. Here it includes the *stylus* (needle) and *pickup*, the small cartridge which converts mechanical impulses into electrical ones. In this set the experts recommended this Webcor three-speed changer, which comes with a built-in General Electric magnetic pickup cartridge and two sapphire-tipped styli (one for use on microgroove records and one for 78 rpm records). The cost is: **41**

### HARMON KARDEN A 200

The tuner is simply a receiver for picking up radio programs. If you want only to play records you do not need a tuner. If you do buy one, check especially on the instrument's sensitivity to FM's line-of-sight signals, tuning selectivity and also on the automatic frequency control (which corrects "drift" away from the station tuned to). This tuner receives both FM and AM radio signals, and it is one of the few dependable AM-FM tuners that are available in the lower price range. Cost: **70**

**TOTAL \$190**

## MEDIUM-PRICED SET

### GROMMES 55 PG

This is a 12-watt amplifier with little difference in volume capacity over two previously described but with other advantages. One is greater range in bass and treble adjustment, another an equalizing control which adjusts the amplifier to different recording standards—American or European—as well as to broadcast sound, tape recording, TV sound. Price: **\$60**

ALSO RECOMMENDED: Bogen DB 110 obtainable as chassis at \$59.95 which also contains all of the features mentioned above.

### UNIVERSITY 6201

Of all components, speakers are probably the ones about which there are the most individual opinions. This is one of the most popular speakers in the moderate-price range. It is a 12-inch coaxial type which means it has both tweeter and woofer (the big cone that supplies the low frequency tones) mounted on one axis. Cost: **45**

ALSO RECOMMENDED: The Stromberg-Carlson RF-471 at \$49.95, which is also a 12-inch speaker but with a cone-style tweeter instead of a horn which University has.

### RJ F-12-M

This is a floor model cabinet that is only 20 inches square and 16 inches deep, dimensions which would have been ridiculed as inadequate a few years ago by any hi-fi veteran. However, experience has shown that in small rooms, small speakers and properly designed enclosures often perform as well as big ones. This enclosure is for a living room where space is necessarily limited (in contrast, one of the very best *big* hi-fi housings stands 60 inches by 41 inches by 30 inches). Price: **50**

### WEBCOR 1127-270

Also a three-speed changer, this comes already mounted on a metal base for use by itself or can be installed in a cabinet. It has a G.E. pickup and two sapphire styli. Its mechanical precision puts it definitely in the hi-fi class of equipment, which insofar as changers are concerned can be determined by listening for a rumbling sound as it operates or for "wow"—the wavering tone, especially noticeable on sustained notes, which results from turntable revolving unevenly. Price: **50**

### PILOT AF 724 AM-FM

This tuner has greater sensitivity than the one described at left, and this is of enormous importance to those living 30 to 50 miles from FM stations, since FM waves, unlike the AM waves, are limited to the horizon visible from the transmitting antenna. Thus, at 50 miles out, FM signals begin to grow noticeably weaker and consequently quality of reception in this outer perimeter, or "fringe area," is governed entirely by the sensitivity of the tuner. The price of this AM-FM tuner is **90**

**TOTAL \$295**



## QUALITY SET

### BELL 2200-C

We are now near the top level of fine sound reproduction. This is a 20-watt amplifier (enough power for any home) which produces brilliantly clear and exact tones. It also has an automatic loudness control which accents the very high and low frequency tones at low volume, thus compensating for the human ear's tendency to be less sensitive to these tones when volume is low. Cost of amplifier is: **\$99**  
ALSO RECOMMENDED: the Bogen DB 20, (\$99) which also has a loudness control.

### BOZAK B-207A

Made by a pioneer manufacturer of hi-fi equipment, this 12-inch coaxial speaker performs remarkably well for its size and price and is comparable to bigger speakers that cost far more. It has two tweeters, thus counteracting the tendency of high-frequency sounds to "beam" in one direction only. Its low frequency qualities are excellent and it is remarkably free of distortion on the highs. The price is: **77**  
ALSO RECOMMENDED: Altec Lansing 601A at \$99, product of another famed pioneer.

### BOZAK E-300

This enclosure is especially made by Bozak for the speaker described above and is chosen for that reason. For when speaker manufacturers also design and make an enclosure for their speaker it is usually wise to select such a companion piece. For handy home cabinetmakers the manufacturer of this speaker supplies directions on how to make and install the enclosure, which is 30½x24x17 inches. The price is: **75**  
ALSO RECOMMENDED: Altec Lansing 606, a corner cabinet at \$125, for the 601A.

### GARRARD RC-80

This English-made changer has plug-in heads for use with virtually all of the standard pickups. The experts suggest the turnover-head Audax Hi-Q7 pickup cartridge since worn-out styli can be replaced manually in it at home. Here a diamond stylus is used instead of sapphire on microgroove records (diamonds outlast sapphires 40 to one and, wear-wise, are a disk's best friend. Price with cartridge: **91**  
ALSO RECOMMENDED: The Webcor 1127-27 changer with same cartridges at \$87.20.

### PILOT AF-850 AM-FM

This AM-FM tuner is a receiver of greater-than-usual sensitivity and in addition it reproduces all frequencies from 20 to 20,000 cycles (over 15,000 are inaudible to most people), thus assuring that the rest of the system will receive every nuance that the highest fidelity broadcasting station can transmit. In addition it has a built-in iron loop stick antenna and a microammeter which gives the listener visual indication that the desired station is exactly in tune. The price of tuner is: **155**

**TOTAL \$497**

## DREAM SET

### McINTOSH 50 W-2

We are now in a realm where money is no object. We have a preamplifier (the part of the amplifier having the tone and equalizing controls) separate from the rest, because this offers a more precisely built mechanism and remote control. With the McIntosh 50-watt amplifier, the Marantz Audio Console preamplifier is recommended. Consultants agree this provides the finest performance. Price of both: **\$405**  
ALSO RECOMMENDED: Fisher 50-C preamp and Fisher 50-AZ 50-watt amplifier, \$257.

### JIM LANSING D-30085-M

At this point instead of one speaker which serves several functions a set of different speakers is used. They come housed in specially built enclosures. The Jim Lansing speaker, which is part of that manufacturer's "Hartsfield" system, consists of a 15-inch woofer and horn type of tweeter which together make use of a newly developed type of acoustical lens. "Hartsfield" speakers and enclosures together cost **726**  
ALSO RECOMMENDED: the justly famed Klipschorn system, price of which is \$696.

### JIM LANSING 30

The enclosure for Lansing "Hartsfield" speakers is of unique construction which cannot be tampered with. It includes an acoustical lens that disperses high frequency sounds with great efficiency. The result is enormously rich. This enclosure comes as unit with speakers, and price of the whole system is in caption above. **ALSO RECOMMENDED:** the K-357-7 Klipschorn enclosure, designed to fit in a corner, using the whole room as an extension of its horn. Price is in previous caption.

### GARRARD RC 90, REK-O-KUT B-12H

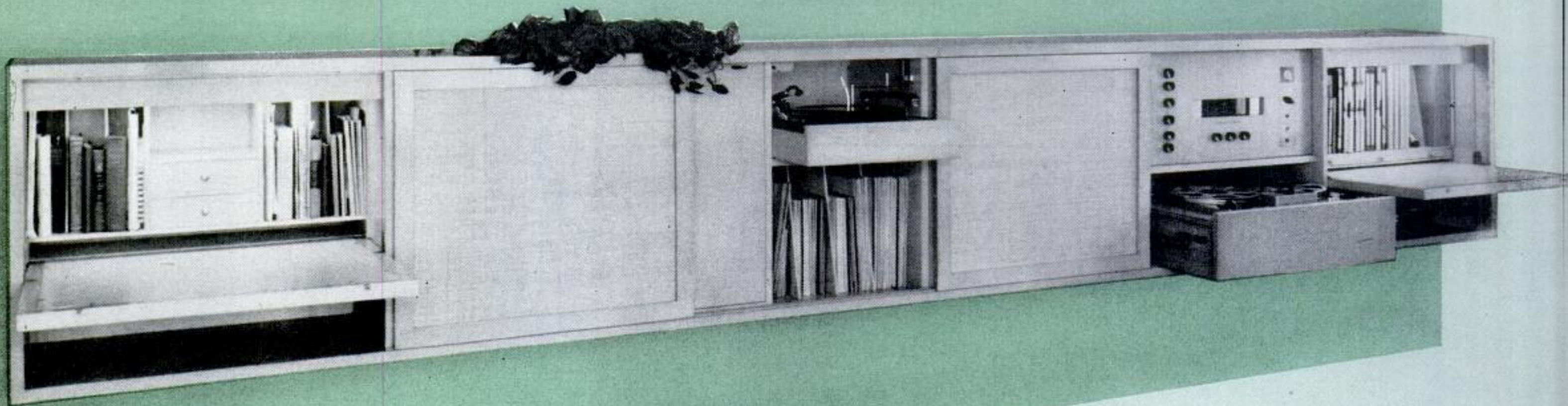
The dream set includes two record players. One is a Garrard changer and the Pickering cartridge 260DD and two diamond styli were selected to go with it. The other player is a Rek-O-Kut Rondine B-12H turntable on which each record has to be changed manually. Similar to transcription turntables used in radio studios, it outperforms any changer. With it goes a Pickering 190D arm (which minimizes "tracking error" by the needle), a diamond and a sapphire stylus. Total cost: **329**

### FISHER 50 R AM-FM

This is a tuner in keeping with the foregoing equipment. It is among the most sensitive of all in "fringe areas" and joins beautifully with the Fisher amplifier. Its six-position selector includes such ultra-refinements as FM reception both with and without automatic frequency control (for use when the weak station you want to receive is adjacent to a very strong one). It also gives AM-Broad and AM-Sharp for best AM reception under varying conditions of interference. Price: **165**

**TOTAL \$1,625**



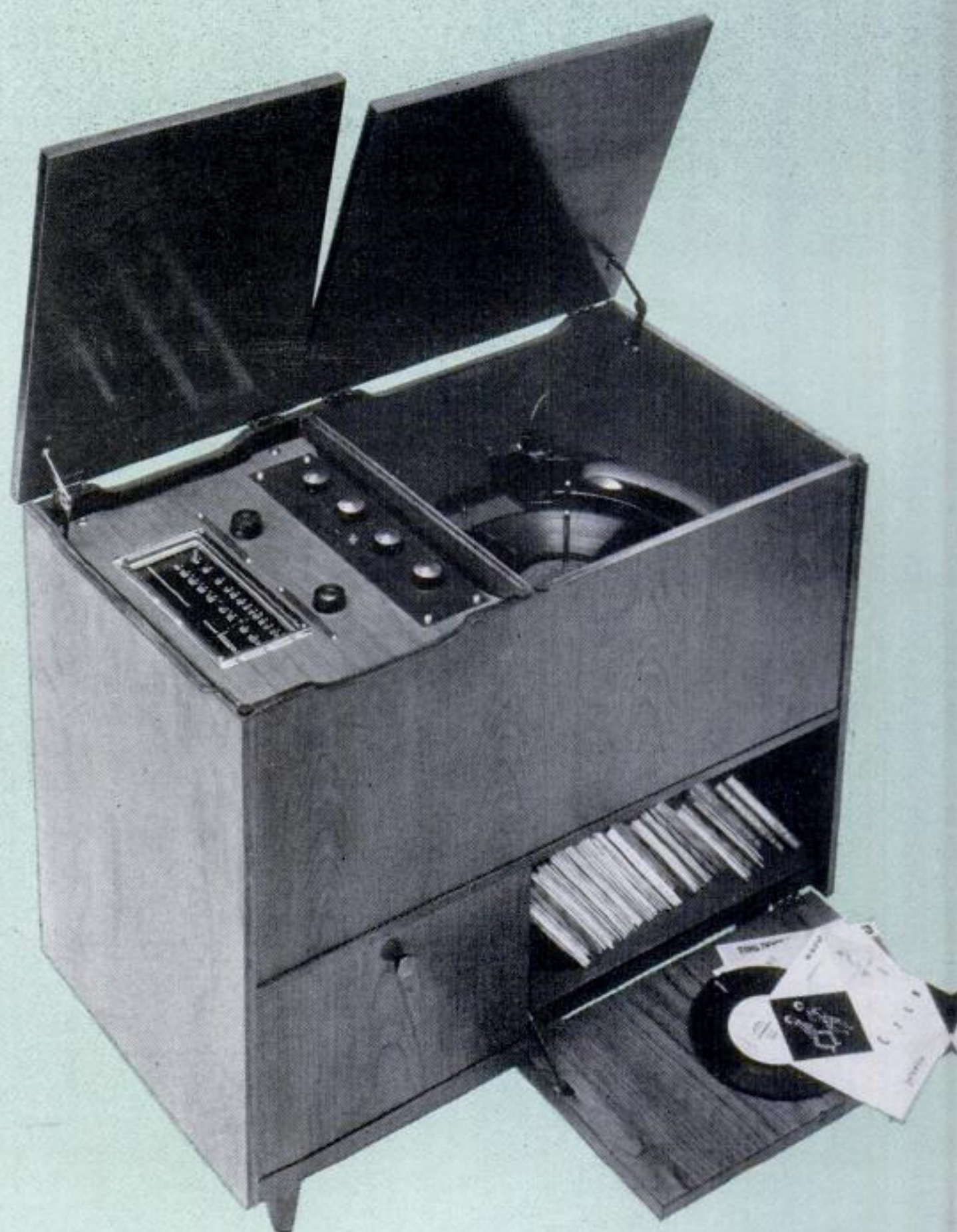


**CUSTOM CABINET** designed by Irv Rose includes (from left) writing desk, speaker enclosure, changer, storage cabinet, control panel with tape recorder, desk for editing tape. Cost of cabinet: about \$1,200.



**CHAIRSIDE CABINET** by Robert S. Swanson is priced at \$175, is 26 inches high and holds components and records but no speaker. Controls at side keep most of the top clear for decorative objects.

**ROOM-DIVIDER CABINET** by General Electric is finished on all four sides for use anywhere in room. Record compartment opens from either side, lids are separated for flexibility. It costs \$89.95.



**ELEGANT CABINET** by Paul McCobb is of mahogany with leather-covered folding doors, costs \$750. Closed section hides TV screen, and speaker (below changer) is properly close enough to it for realism.

## STYLE FOR SOUND

In its early days hi-fi was the hobby only of "sound-hounds" who rejected handsome cabinetry as an unnecessary luxury. In a way they were right. Amplifiers work equally well in or out of cabinets. Speaker performance is affected not by being housed in mahogany rather than plywood but by the housing's rigidity and size.

Today, however, furniture makers and custom decorators offer fine cabinets appropriate to fine sound, in a variety of styles and for many decorative uses. Some hold only the basic things, some are marvelously complete. In samples shown here the prices quoted are for cabinets only, not the equipment in them. Points to remember in buying: make sure the cabinet ventilates properly, affords ease of repair and will hold components the size of those you want.

CONTINUED ON PAGE 105





Only **Ford** delivers  
Trigger-Torque power  
and Thunderbird styling!

The 1955 Ford—and the '55 Ford alone—brings you the split-second reflexes of Trigger-Torque power... the striking beauty of Thunderbird styling... the smartness and good taste of Luxury Lounge interiors.

Until you sample the vitality of Trigger-Torque performance, you haven't really savored driving. With it, you have at your command more "thrust" at the wheels... split-second answers to your power requests.

Indeed, Trigger-Torque takes the hint from your toe so swiftly, so smoothly, you'll sometimes wonder if it doesn't *think* for you! And all this brings you a feeling of confidence and security when traffic requires agility or passing demands swift response.

Ford matches its extra high-torque "Go" with a bonus of high-fashion beauty. And it comes in all 16 of Ford's distinguished new '55 models. Trim, long fender lines and its

eager, sophisticated "going-places" flair give Ford the years-ahead look that's recognized everywhere.

Inside, you sit in the lap of luxury, surrounded by color-and-fabric combinations of distinctive taste and quality... so new you've never seen them before in any car.

. . .

To see the '55 Ford is to want to drive it. Why not do both at your dealer's at once?

*Treat yourself to a Trigger-Torque Test Drive today!* **'55 Ford**





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White as angels. Finer than sugarpun. *Guaranteed no-ironing because they're Coronized!\**

Your windows can have this heavenly white look . . . and *keep* it. Not only do the new Fiberglas marquisettes look as fabulous as debutante ball gowns . . . they also *shed dirt* the way crystal sheds dirt. Coronizing, a new miracle process, makes them work-proof. They wash to a bright white . . . and hang dry in 7 minutes . . . without a touch of ironing, even at ruffles and hems. They're shrink-proof, stretch-proof, mildew-proof, fire-proof. And let the sun blaze! Fiberglas marquisettes stay fresh and crisp in a sizzling sunshine. Now in all sizes and styles. Owens-Corning Fiberglas, Decorative Fabrics, 598 Madison Avenue, New York 22, N. Y.

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*makes good things better  
...makes new things possible*



# IF YOU SUFFER PAIN

of  
**HEADACHE  
NEURITIS  
NEURALGIA**

get  
**FAST  
RELIEF**  
WITH

The way  
thousands of  
physicians and dentists recommend  
**Here's Why...** Anacin is like a doctor's  
prescription. That is, Anacin contains not  
just one but a combination of medically  
proved active ingredients. No other prod-  
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pain of headache, neuralgia, neuritis  
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Hurting You?  
**Immediate Relief!**

A few drops of OUTGRO® bring blessed relief from  
tormenting pain of ingrown nail. OUTGRO tough-  
ens the skin underneath the nail, allows the nail to  
be cut and thus prevents further pain and discom-  
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COOLER... Milder!  
BECAUSE THEY'RE  
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GREENSBORO, N. C.

\$1.50 TO \$5.00

**A-1 SAUCE** Makes FISH delicious!

Ask for A-1 when dining out, too!

**SPOTLIGHT ON A MIRACLE!**

**One-Wipe New Dust Cloth**

THE ONLY TREATED DUST CLOTH THAT CAN BE WASHED UP TO 10 TIMES  
-CUTS DUSTING TIME IN HALF  
-LIMITLESS - DUSTLESS  
DUST-POLISH-CLEAN WITH ONE-WIPE

AMAZING NEW  
**One-Wipe DUST CLOTH**

**ABSORBS ALL DUST!**  
SPECIALLY TREATED TO PICK UP  
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69¢ & MOS. SERVICE

AT LEADING GROCERY, HARDWARE, VARIETY AND DEPT. STORES

QUICK RELIEF  
**TUMS** 10¢

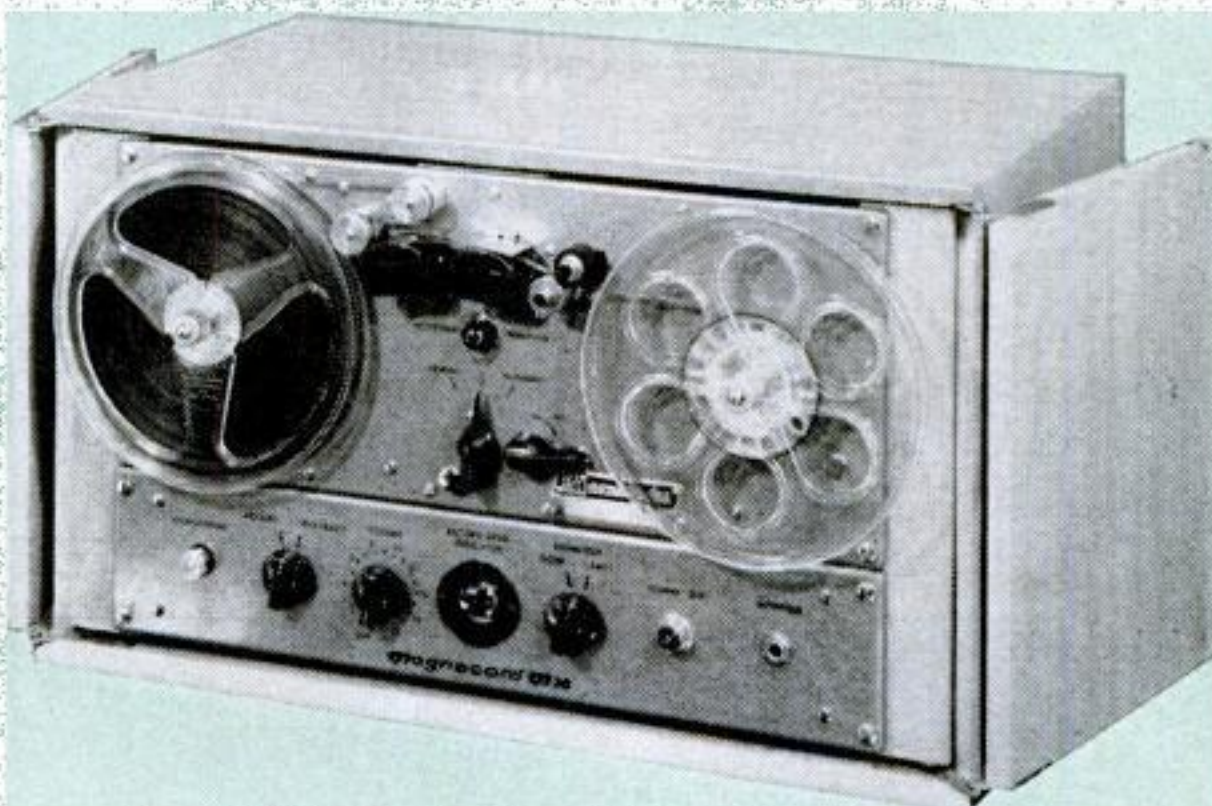
FOR ACID INDIGESTION  
GUARANTEED TO CONTAIN NO SODA

# TAPE RECORDERS

As the high-fidelity enthusiast advances, he often goes from ordinary vinyl records to magnetic tape recordings, making his own or buying them already recorded. Tape plays longer without interruption than records (as much as three hours), has equal range, makes no surface noise and it shows no wear. Here are some good tape recorders.



**BELL RT-75**, at \$149.50, is a moderately priced complete unit (it has its own speaker and amplifier as well as microphone). It also has three recording speeds: 7½ inches per second for music, 3¾ for general sound (such as party hubbub), 1½ for talk, dictation.



**MAGNECORD M-33** costs \$329, is primarily designed for use with a hi-fi speaker system but also has a small speaker of its own for playbacks. With a frequency response of 50 to 10,000 cycles it will reproduce the best tapes with superior tone and fidelity.



**REVERE T-11** is about to appear on the market at \$264.50. It has a small monitoring amplifier but no speaker and must be plugged into an existing hi-fi installation. It claims 40 to 16,000 cycles, takes 10½-inch reels that can play 90 minutes at a time.

**Winston**  
KING SIZE  
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FINER FILTER  
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WINSTON TASTES GOOD  
LIKE A CIGARETTE SHOULD!

**WISE**  
Potato Chips

The food that **PEPS UP** Meals

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**WISE**  
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**OVERJOYED** at report card, James Woodcock finds six Bs, one A. He had tried hard in Science and was particularly happy it was up from a C to a B.

# THROUGH THE WRINGER

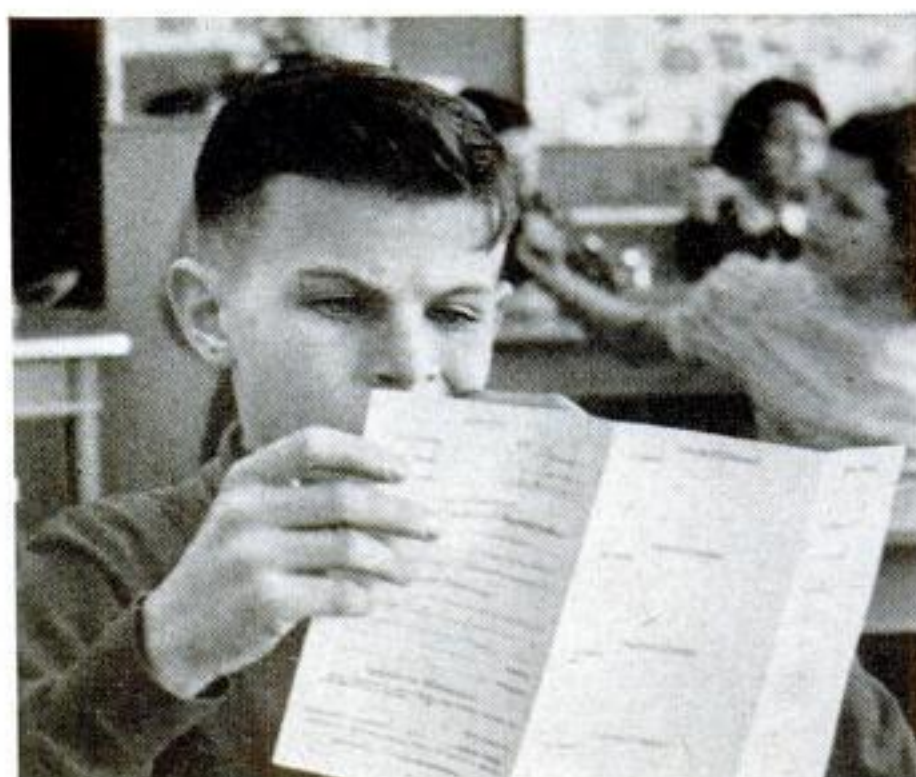
**A teacher records an ordeal he created as fifth-graders get their report cards**

As a fifth-grade teacher at the Lakeridge School in Renton, Wash., Emmons Williams finds that making out report cards gives him "the hardest job I have." But as an amateur photographer, he finds that report cards also give him a photographic opportunity he finds it difficult to resist. Last month, having passed out the winter-term grades, Williams moved through the room, listening to the remarks and photographing the ordeal he had wrought.

As the children looked at their cards, there were giggles and gasps. There was a joyful yelp ("Wow, another dollar!") and a sober drawl ("Dad won't like this at all"). Finally, when the students headed homeward in ecstatic scrambles or doleful shuffles, Williams was left in a sweat. "Believe me," he says, "I go through a lot more anguish than they do. . . ."



**ABSORBED** with card, Maurine Warren ponders a C in Arithmetic. Having tried hard to do better, she said, "I wish they'd never thought up fractions."



**PERPLEXED** by card, David Razwick surveys B in Arithmetic down from an A. "I guess I knew I'd get it," he told Williams, "but I didn't believe it."



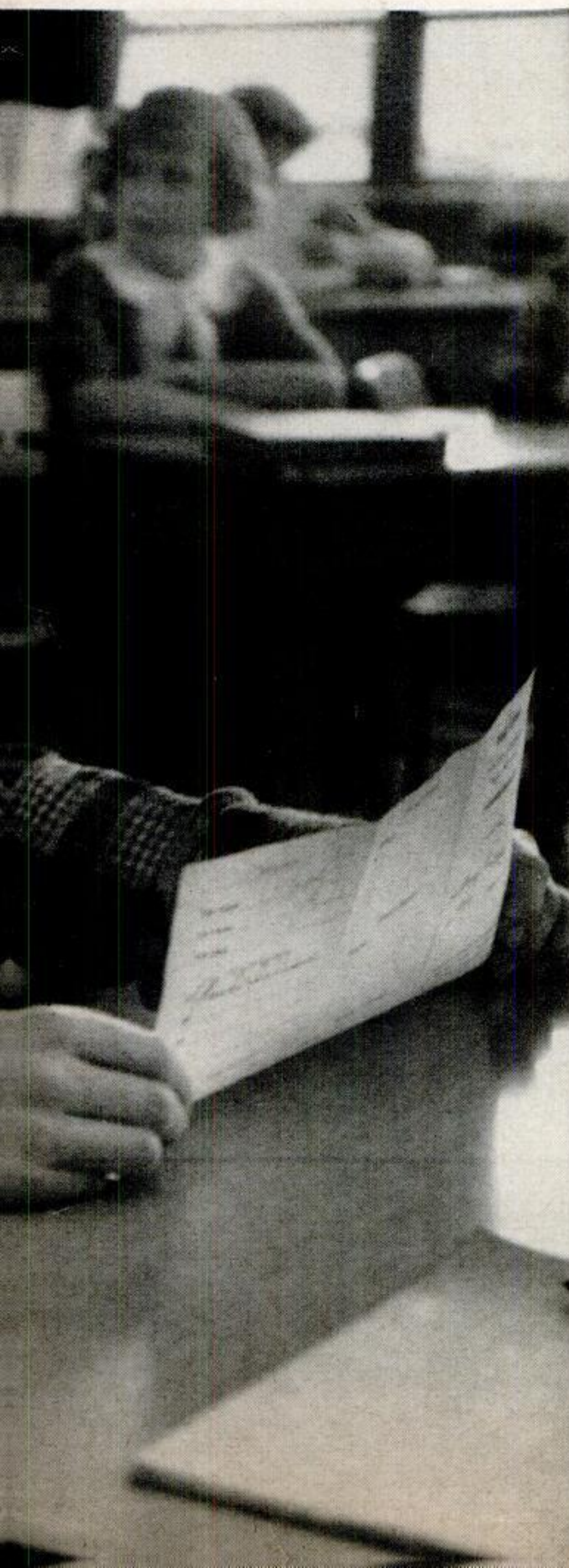




**AMUSED,** Sandra Wilson giggles as she gets a first look at her card. But when she found two Bs marring all the other As, she wailed, "Oh, pickles!"



**DEJECTED** by results, Cheryl Pond eyes a C in Spelling. She was especially upset because her mother is a teacher and her father used to teach.



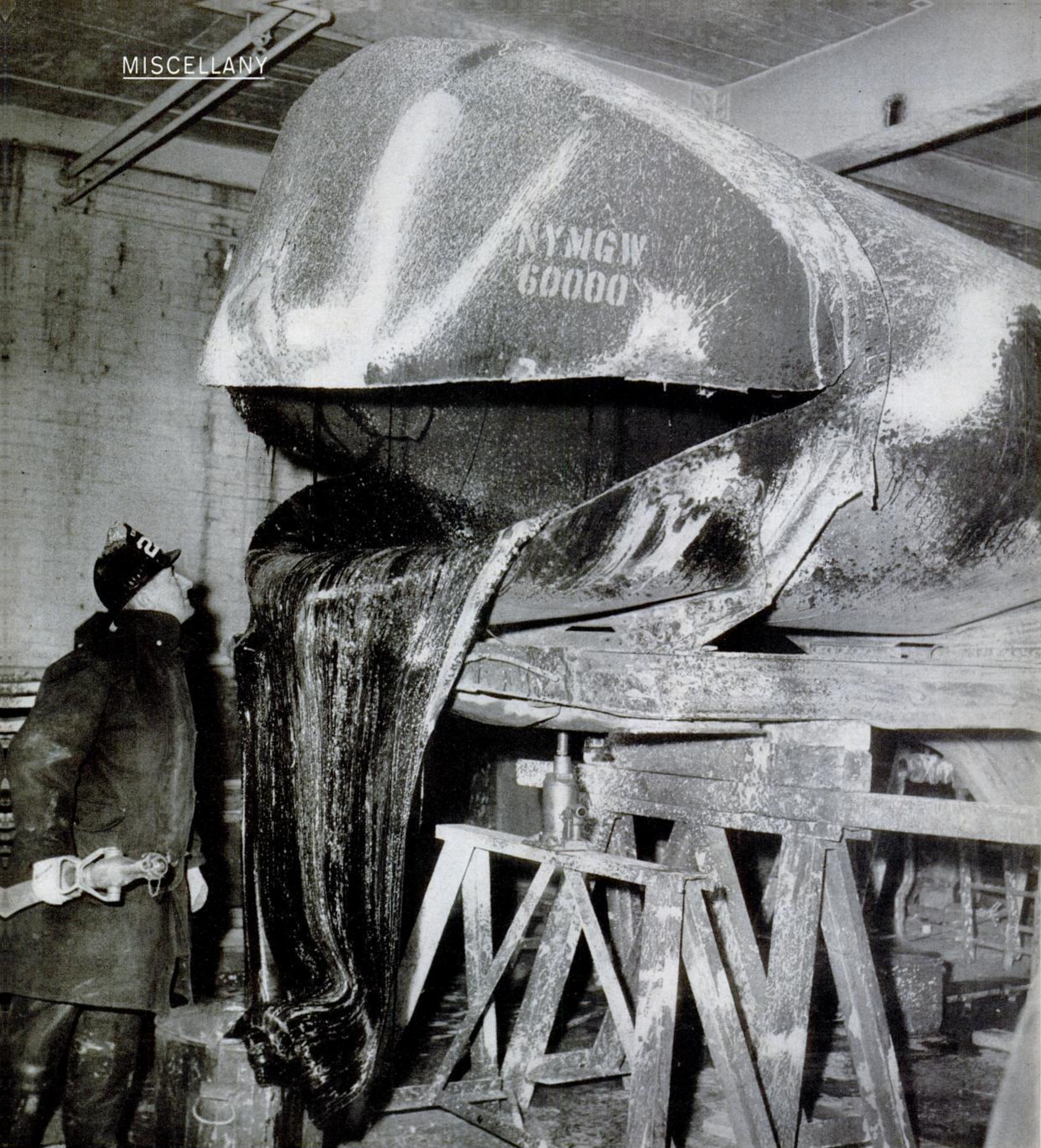
**OUTRAGED,** Timothy Minnich stares fiercely at B he got in Reading, incredulous at his grade's having come down from an A on previous report card.

**SADDENED,** Gary Fulcher (*left*) considers his mark in Spelling—C instead of the hoped-for B. "Oh, brother," he lamented, "that's for the birds."

**RESIGNED,** Dianna Harris studies the B she got in Music. She had raised her grade from a C but badly wanted an A. "This isn't much help," she said.





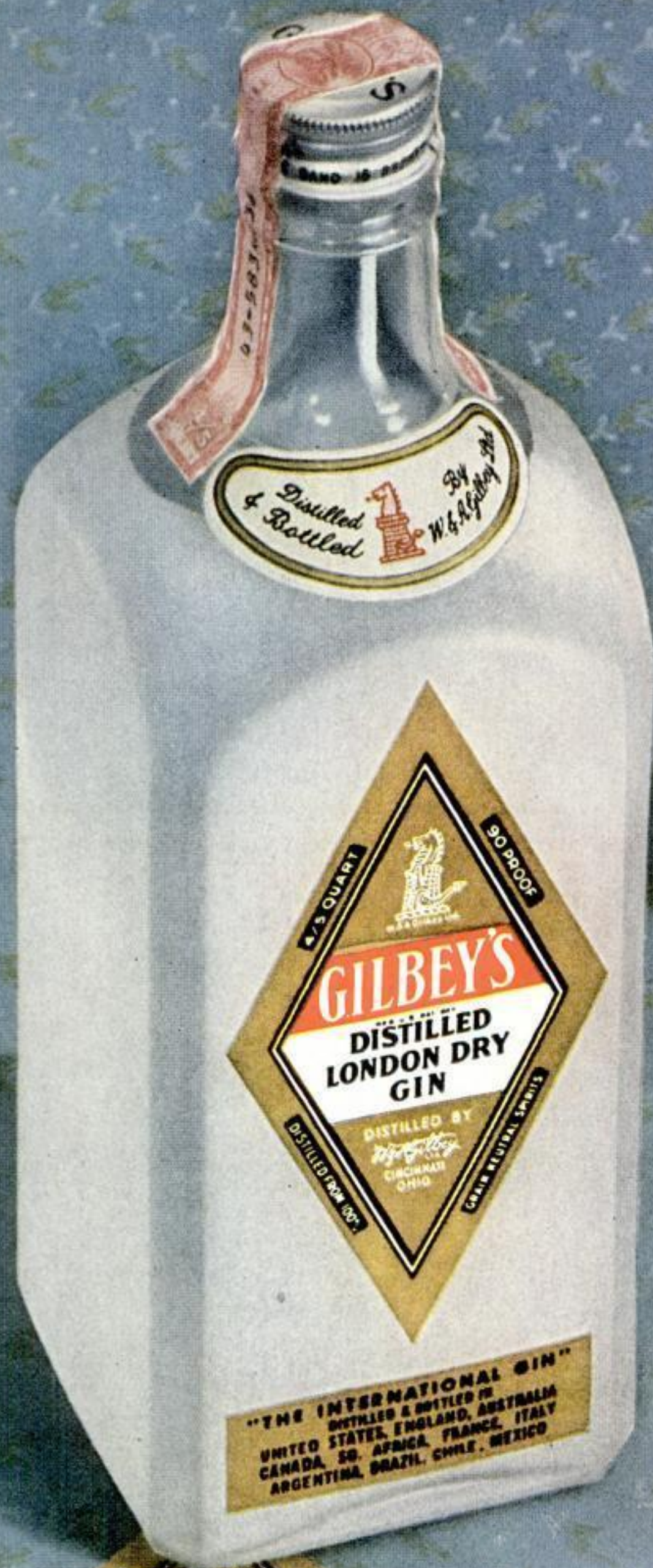


## A WHALE OF A TONGUE

Because the hot tar in a tank trailer used for road work cooled too quickly and plugged the outlet, company officials decided the tank needed more insulation. Two welders in Philadelphia started preliminary work. As sides of the tank and some leftover tar inside got

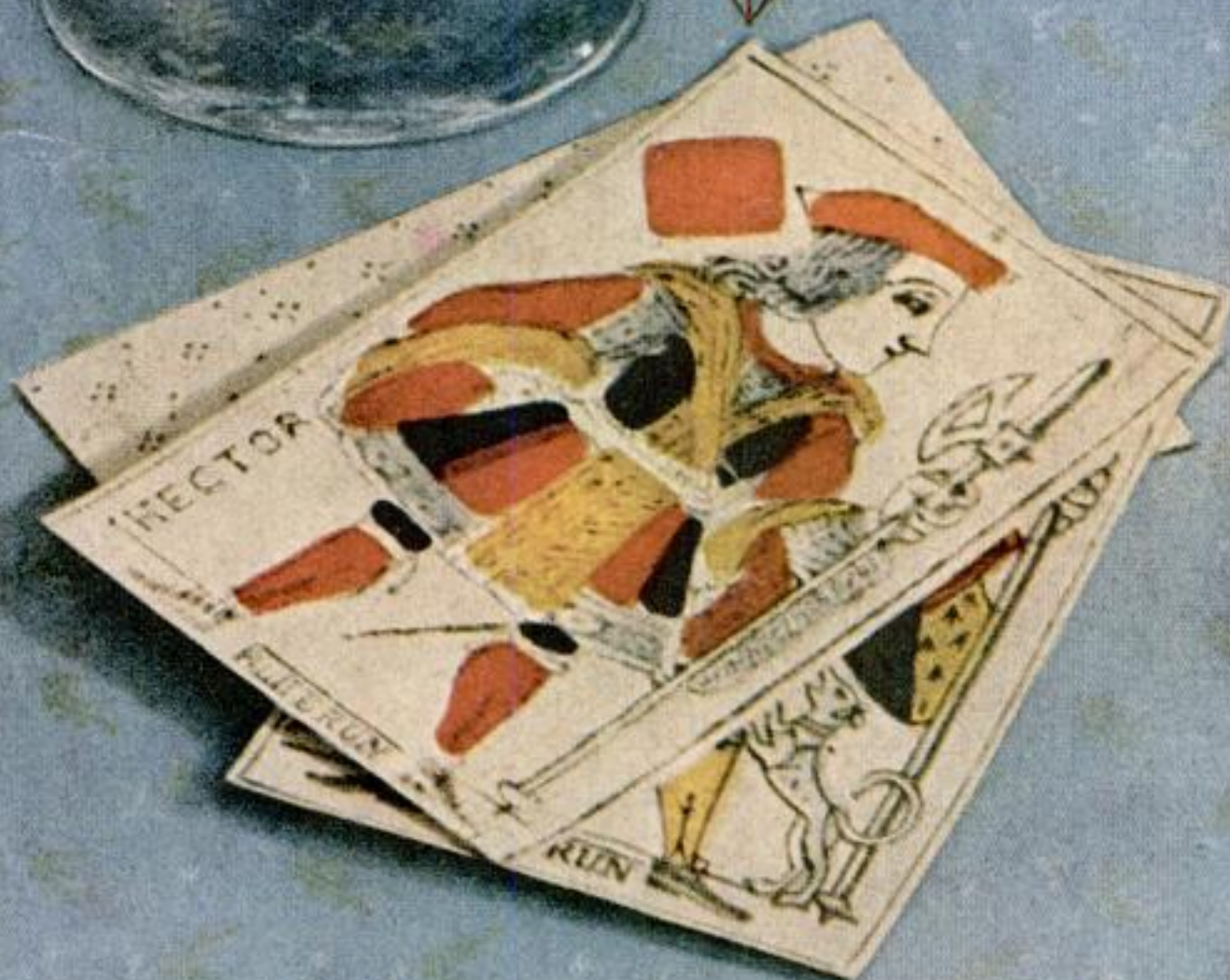
hotter and hotter, explosive gas filled the interior. Finally, with a dull whoosh it exploded. Firemen rushed to the scene but there was no fire and no one hurt. Instead they found the tank split at a seam with tar oozing out and looking like the lolling tongue of a sick whale.





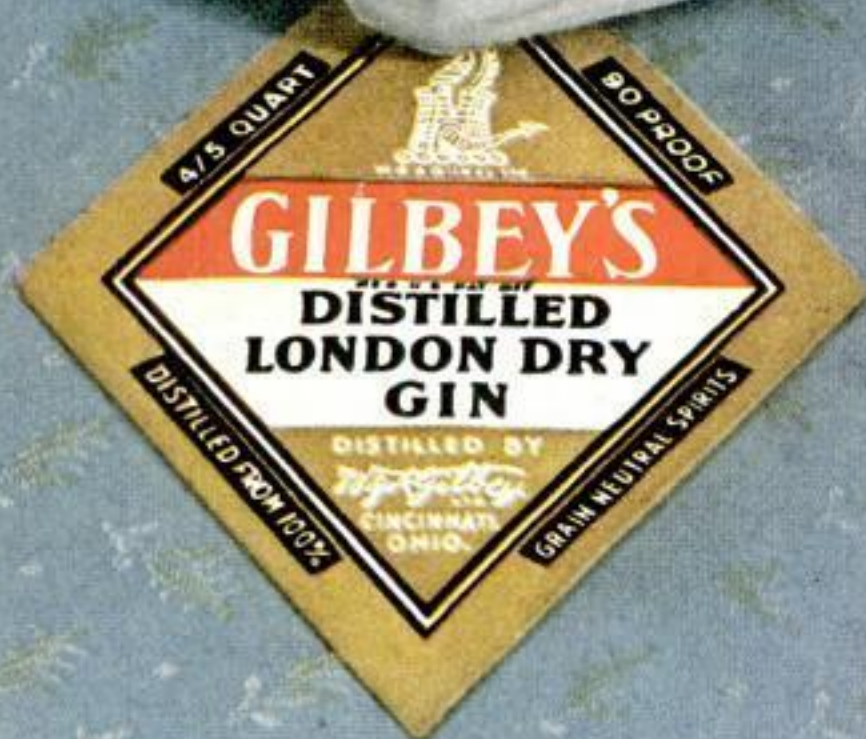
this diamond

was well-known on French playing cards toward the end of the 18th century.



this diamond

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